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## DiGi raises RM150K for charities

In a cheque presentation ceremony, DiGi has announced that they have distributed RM150,000 to 14 charitable organisation partners under its Love to Save campaign. Among the organisations included were the SPCA Selangor, the National Cancer Council, the Malaysian AIDS Foundation and the Women's Aid Organization.

"We conceptualised this campaign to make it easy for Malaysians to support their charity of choice. We wanted to give everyone, including non-DiGi customers, the opportunity to make a difference with just one click," said Koay Chee Keong, DiGi's Head of Segments.

The campaign was participated by members of the public whereby they would select an organisation from the list before casting their vote on the Love to Save website ([www.lovetosave.com.my](http://www.lovetosave.com.my)). DiGi would then donate RM5 to the selected charity, requiring only an email address from the voter for verification. Voters were also free to use more than one email address if they wished.

Chee Keong mentioned that DiGi came up with the idea after introducing their DG30 plan to the public in May, adding that while the company would consider similar campaigns in the future, nothing was in the works at the moment. Lasting for a month and beginning on June 1 this year, the website attracted 86,615 visits with over 19,000 voters, as well as spreading to social networking services such as Facebook, Twitter and various domains on the local blogosphere.

