

Headline **Digi Donates RM150,000 To 14 Charities**
 Date **25 Sep 2009**
 MediaTitle **HWM**
 Section **NEWS**
 Journalist **N/A**
 Frequency **Monthly**
 Circ / Read **18,000 / 36,000**

Language **English**
 Page No **36**
 Article Size **228 cm²**
 Color **Full Color**
 ADValue **2,118**
 PRValue **6,353**



DiGi Donates RM150,000 To 14 Charities

Public click away to pick charity of their choice



Recipients of the donations pose with their checks at the launch

DiGi Telecommunications Sdn Bhd has distributed a total of RM150,000 to 14 charitable organization partners under its Love to Save campaign. The month-long campaign which started last June saw DiGi making a pledge to donate a total of RM150,000 to these 14 organizations with the public deciding the amount that

each charity receives. DiGi invited members of the public to go to the website www.lovetosave.com.my to choose a charity where with each click or vote, DiGi would donate RM5 to the selected charity.

Speaking at the check presentation ceremony held in Shah Alam,

Koay Chee Keong, DiGi's Head of Segments said; "We conceptualized 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."

Over the 30-day campaign, the website attracted 86,615 visits with 589 personal groups created. The campaign also attracted the attention of online social networkers, where information on Love to Save was circulated virally through Facebook, Twitter, blogs and online forums.

The 14 charity partners which benefited from this campaign are SPCA Selangor, Malaysian Nature Society, Borneo Conservation Trust, Global Environment Center, National Kidney Foundation, IJN Foundation, Hospis Malaysia, Majlis

Kanser Nasional, Malaysian AIDS Foundation, National Council for the Blind Malaysia, Malaysian Council for Child Welfare, Women's Aid Organization, National Council of Senior Citizen Organizations and Persatuan Kebajikan HOPE Worldwide Kuala Lumpur.



Koay Chee Keong, DiGi Head of Segments introducing the mechanics of the Love to Save campaign