

CFM Supports Toy4kids Programme

Child patients at Hospital Kuala Lumpur recently received some much needed cheer.

The toys giveaway event for patients in the Paediatric Ward of Hospital Kuala Lumpur was called Toys4Kidz. It was organised by a group of caring people within Twitterjaya, a virtual community of Malaysians on the Twitter social media network. This group of Malaysian Twitter users uses the hashtag#CaringPeople.\

More than 40 members of rom #CaringPeople attended the event and helped to distribute the toys donated by many individuals who responded to the call made by the group.

CFM joined the initiative by providing space in its office to organise the donation campaign and contributing to the donations. CFM also lent support by spreading news of this project to member organisations. Celcom gave away it's cuddly blue Celcombears to the kids while Maxis sponsored paper bags that were used to fill up with toys. Othem industry members, P1 and ASTRO, also came forward to contribute some goodies.

The Chairman of CFM, Puan MahfuzahAzahari who spoke at the event said that she was happy to see social media networks being used for positive reasons.

