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RM100,000 donation to help AIDS foundation

MEMORY Lane (M) Sdn Bhd has donated RM100,738.50 to the Malaysian AIDS Foundation to finance activities conducted by the foundation.

The cheque was presented to the foundation's chairman Datin Paduka Marina Mahathir by the company's managing director Koh Boon Kher in a ceremony held in Sentul, Kuala Lumpur recently.

Koh said the amount was collected through sales of greeting cards to about 424 individuals and corporations.

"In our efforts to support a worthy social issue, Memory Lane persuaded many corporate clients to contribute to the foundation by purchasing greeting cards for our local festivals," he said.

He said about 250,000 festive greeting cards were sold during Christmas 1997, Chinese New Year 1998 and Hari Raya 1998 of which 25 per cent of the proceeds were pledged to the Malaysian AIDS Foundation.

Koh added that the cards were sold at RM1.60 per piece and eight card designs were created for each festival.

Marina said the foundation was also affected by the economic problems in the country as a lot of corporate bodies could not afford to be generous any more in supporting its programme.

She said the foundation was very grateful to Memory Lane and the 424 individuals and clients who participated in the project.

Marina added that the money will be channeled to the various programmes of the Malaysian AIDS Council that includes training and educational activities such as workshops, seminars, forums, public exhibitions as well as care and support programmes for People Living with HIV/AIDS.

She said the festive greeting cards project was a first-time effort by Memory Lane for the foundation.

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