

'Good PR should come from the heart'

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mentally handicapped so that these people could at least lead part of their own life.

"We are helping them to do basic things in life like cleaning up themselves and eating," he said.

His work with the Malaysian Red Crescent Society is well known too. He was the vice-chairman and used to be international adviser to the world lied Cross Society.

He is not content with giving cash but donates his time and abilities as well. All through his working life, Lim has found time to organise inter-

national campaigns to gain support for the movement.

Lim uses his creativity to draw crowds and reach their hearts. He organises campaigns, designs identities and sponsors videos to communicate his messages.

He produced "The Trap", an anti-drug film which was presented at a world conference by Prime Minister Datuk Seri Dr Mahathir Mohamad.

It was voted one of the top 10 public service films in a worldwide competition held in New York. The film carried a universal message and it was made available to other countries to help them counter their

own drug problems.

Lim has been helping people for more than 35 years and sometimes his contributions are made directly to individuals who need help to overcome other hardships.

Sometimes he turns counsellor when people bring their personal problems. This part of his life will stay forever changing shape according to needs and demands of community.

Lim enjoys art, especially Asian art and antiques.

"I surround myself with their beauty," he added.

Unlike others who invest in art and artifacts of ancient

times, he buys them out of sheer love. Every nook and cranny, corridor and passageway of his house and office will make a visitor stop to study.

He plays a vital role in the country to promote and preserve the arts and crafts of the different ethnic groups.

One of Lim's efforts in preserving the heritage is when he adopted a heritage building "Loke Mansion".

He coined the word "Artiquarium", a word for the building and turned it into an art and antique gallery to give purpose to the building and opportunity for people to visit the place.