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RM35,000 boost for AIDS Fund

Jasmime Kaur

THE Association of Accredited Advertising Agents Malaysia (4As Malaysia) donated RM35,000 to the Malaysian AIDS Foundation's Paediatric AIDS Fund at the Kuala Lumpur Golf and Country Club recently.

The contribution was made from its 4As4Kids Charity Fund set up to benefit children.

Malaysian AIDS Foundation chairman Datuk Paduka Marina Mahathir received the check from 4As Malaysia president Khoo Boo Boon and vice-president John Burbidge.

"The 4As4kids charity fund represents a major initiative undertaken by the advertising association, whereby each year, a percentage of the proceeds from 4As events, such as the annual Kancil Awards, are donated to children's charities in the country.

"In doing so, we hope to raise the profile of the industry as a group of caring and compassionate corporate citizens," said Khoo.

According to Marina, the number of children who are HIV positive or who have parents who are HIV positive and are already orphaned, or soon to be orphaned, is on the rise.

"The Malaysian AIDS Foundation's Paediatric AIDS Fund relies on public donations.

"We need at least RM14,000 a month to disburse to the children," she said.

The Paediatric AIDS Fund currently supports 161 children, 34 of whom are HIV positive.

Fifty-five per cent of them are orphaned by AIDS and 40 per cent are expected to be orphaned in the next five years.

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