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Blood drive, jumble sale for charity

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THE foyer of Block 3A and 3B at Plaza Sentral Kuala Lumpur came alive when AMI Insurance Bhd held a one-day blood donation-cum-jumble sale recently.

The charity sale was themed "Caring for the Community".

It was held as a follow-up to the nationwide "Insurance Day" last year when all insurance companies met under one roof at the Bukit Jalil Stadium last July.

The mega event themed "One Nation We Care" was attended by 65,000 people, including Prime Minister Datuk Seri Dr Mahathir Mohamad.

AMI Insurance Bhd corporate affairs general manager Azlan Yusoff said this year, Persatuan Insurans Am Malaysia (Piam) had instructed every insurance firm to carry out its own charity event.

"The 300-strong AMI staff at the Plaza Sentral head office had been preparing for the jumble sale for about a month," he said.

Most of the items were donated by the staff.

The items included clothes, shoes, handbags, cosmetics, jewellery, magazines, books, toys, utensils, decorative items and, of course, homecooked food.

"We are expecting to raise about RM10,000 during the one-day sale and the proceeds will be channelled to two children's homes in the Klang Valley, which will be revealed later," Azlan said.

One hundred and fifty staff had earlier registered for the blood donation drive organised by the Universiti Malaya Medical Centre (UMMC) in Petaling Jaya.

Headed by UMMC transfusion medicine unit medical officer Dr Ramanathan Subramaniam and 17 support staff, the blood donation campaign kicked off with a long queue of people waiting to donate blood.

Azlan said AMI expected to raise the targeted amount.

"Insurance Day will definitely create greater awareness on the insurance industry, generating goodwill and an opportunity to contribute towards charity," he said.

"Commitments by member companies to organise a such meaningful charitable or community-based event will definitely benefit society."

Items not sold will be donated to homes planning to have a similar sales to generate extra cash.