

RMHC Malaysia brings festive cheer to underprivileged children

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Ronald McDonald House Charities Malaysia (RMHC Malaysia) ushered in the Year of the Snake with an unforgettable Chinese New Year celebration, bringing smiles, laughter, and festive cheer to 50 underprivileged children. The event, held at McDonald's Pantai Sentral Park, welcomed kids from Yayasan Sunbeams Home and Pusat Jagaan Rumah Charis, turning the gathering into a fun-filled festival of joy and togetherness.

This year, RMHC Malaysia took its celebrations up a notch, thanks to meaningful collaboration with Lions Clubs International and the unwavering support of McDonald's Malaysia - RMHC Malaysia's biggest corporate partner. Together, they created an experience filled with cultural performances and fun activities.

The event began with a lively lion dance, filling the atmosphere with the rhythmic beats of drums and the vibrant energy of tradition. The children stole the show with their own performances, spreading warmth and excitement. Adding to the festive fun, they took part in games and a unique McDonald's Prosperity Lou-Lou toss, where McDonald's signature Prosperity curly fries became a symbol of good fortune and shared happiness.

Beyond the festivities, RMHC Malaysia continued its commitment to empowering underprivileged children by gifting them Back-to-School Packs - complete with uniforms, shoes, and stationery - to help them step into the new academic year with confidence and enthusiasm.

Speaking about the initiative, Nasri Nordin, General Manager of RMHC Malaysia, shared that for many years, RMHC has celebrated festive occasions such as Chinese New Year at Ronald McDonald Houses across the country with its beneficiaries.

“This year, we have taken our Chinese New Year celebrations to the next level by hosting a large-scale event involving 50 underprivileged children, including those from two orphanage homes - Yayasan Sunbeams Home and Pusat Jagaan Rumah Charis.

“With the support of partners like Lions Clubs International and McDonald’s Malaysia, we aim to bring joy and lasting impact to these children. We believe that every child deserves to feel included and cherished, especially during festive occasions that are traditionally celebrated with loved ones,” said Nasri.

Lions Clubs International has been a long-standing key partner for RMHC Malaysia, playing a vital role in connecting the organisation with orphanages and communities to ensure that help reaches those who need it most.

The celebration is just one of many initiatives by RMHC Malaysia to uplift underprivileged children. With a steadfast mission to spread kindness and support, it looks forward to building long-term partnerships with communities and organisations to uplift and inspire these young lives.

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