Social Responsibility Efforts Must Continue - Raja Zarith Sofia
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PUTRAJAYA, Oct 29 (Bernama) -- Social responsibility efforts such as the World Hunger Relief (WHR) by QSR Brands Bhd, the local franchisee and operator of KFC and Pizza Hut restaurants in Malaysia, should be emulated by all, the Sultanah of Johor Raja Zarith Sofiah Sultan Idris Shah said.

She said such programmes needed full support from everyone to help lessen the sufferings of those facing food shortage.

She said through the programme, KFC and Pizza Hut Malaysia collected contributions of RM2.1 million to be given to the United Nations World Food Programme and other local charities.

Though the effort may seem small, it has made a big impact in eradicating poverty, she said when officiating at the 2011 WHR Charity Walk, here today, which was also attended by QSR Brands Bhd and KFC Holdings Malaysia Bhd chairman Kamaruzzaman Abu Kassim.

At a news conference later, QSR Brands Bhd corporate communications general manager Rosniza Baharum said donations for the WHR programme has increased since it first began in 2007, with RM2.1 million collected this year.

Almost 10,000 participants took part in the event Saturday, comprising KFC and Pizza Hut workers, children from various charity and welfare homes as well as members of the public.

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