

Headline	Helping children cope with disasters		
Media Title	New Sarawak Tribune		
Date	14 September 2015	Color	Color
Section	Tribune 2	Circulation	47,380
Page No	Page 1	Readership	142,140
Language	English	Size	22x10x12.80
Journalist	N/A	AdValue	2,816.00
Frequency	Daily	PR Value	8448.00



EDNA Dasan of Malaysian AEON Foundation (3rd right) and MVFRA (in black) with Kampung Poring children.

Helping children cope with disasters

CHILDREN typically represents 50 to 60 percent of those affected by disaster. From death, to injuries, to disrupted education, to separation from family members, to malnutrition, disaster stricken children are faced with psychological trauma.

"Understanding the vulnerability of these children, Malaysian AEON Foundation (MAF) embarked on a drive to help these children heal their stress and manage their emotions. This is also in line with the Foundation's mission of reaching out to children giving them an opportunity to discover their self-worth and develop their fullest potential, so they may live fuller, more meaningful lives for the future," said Nur Qamarina Chew, the President of Malaysian AEON Foundation and Managing Director of AEON CO. (M) BHD.

MAF collaborated with Malaysian Volunteer Fire and Rescue Association (MVFRA) to reach out to approximately 150 children in Nepal and 300 children in Sabah. A total of RM50,000 and RM25,000 were spent for the therapy kit in both Nepal and

Sabah, respectively. The therapy kits distributed consist of soft toys, stationeries and drawing books to nurture these children.

In Sabah, MAF together with the MVFRA team recently visited Kampung Kiau and Kampung Kiau Nuluh in Ranau, and Kampung Menisulu, Kampung Pasir Putih, Kampung Nampasan Baru, Kampung Logut and Kampung Poring in Kundasang, to meet the disaster stricken children and distribute the therapy kits. MAF also donated RM25,000 worth of dry food and water to 96 families in Kampung Kiau, Kampung Menisulu and Kampung Longut in Ranau, during the mud flood when the disaster first hit in June.

"It brings tears to my eyes to see how simple pleasures of toys and drawing books brightens up these children. I could hear them screaming and running off with the other children to explore the new goodies," said Patricia Kihin, a school teacher from Kampung Menisulu.

According to Qamarina, two separate donation drives were held at AEON Retail, AEON Malls, AEON BIG and AEON Credit

Centres, when the disaster hit both the regions. Patrons of AEON were encouraged to participate in the drive and approximately RM67,000 and RM60,000 were collected for Nepal and Ranau, respectively, between May and July this year. The Malaysian AEON Foundation further contributed to total the donation amount for Nepal to RM100,000 and presented it to the Nepal Embassy. The funds were then channelled to the victims via the Prime Minister Disaster Relief Fund.

"United Nations estimated that 8 million people were affected in Nepal and we hope the little we do can the relief and rehabilitation in that region," said Qamarina during the check presentation to His Excellency Dr. Nirajan Man Singh Basnyat, the Ambassador of Nepal in Malaysia.

"I cannot imagine how it feels to lose one's home in a natural disaster, but I do hope the small donation that we have given out will lessen their pain and help them in this difficult time," she further added while thanking the generous MAF donors who made it all possible.



EDNA Dasan of Malaysian AEON Foundation with Kampung Kiau, Kundasang children.

