



**10th Charity Treasure Walk-a-Hunt  
Gender Equality – Pace for Change**

*organised by the All Women's Action Society (AWAM)*

**Kuala Lumpur, May 15th 2015** - The Charity Treasure Walk-a-Hunt is an annual event hosted by AWAM to raise awareness for its efforts to eliminate gender-based discrimination in Malaysian civil society. Themed "Gender Equality -- Pace for Change" this year, the tenth edition of the Charity Treasure Walk-a-Hunt will be held on 31 May 2015 at 7 am at Viva Shopping Mall.

In an effort to raise public interest for the event, two groups of AWAM members, volunteers and staff were dispatched to different venues on 15 May 2015. The first contingent, stationed in KL Sentral, attracted a sizeable crowd and managed to distribute over 300 leaflets. The public display of an A3-sized poster, additionally, caught the attention of numerous curious passers-by and onlookers in the busy interchange station.

"Most of the people we reached out to were excited to learn about the prospect of winning the cruise to Thailand, but they were equally understanding of the principle behind the event," AWAM's Honorary Secretary Judith Loh, opined.

The second contingent, based in the Subang Jaya and Bandar Sunway area, was equally committed to reaching out to members of the public. The members involved successfully distributed about 300 leaflets to the student crowd in a short span of two hours. Altogether, approximately 600 people were targeted during AWAM's effort today.

The success of the event, akin to AWAM's greater goal of fighting for gender equality, is dependent upon the people who join us. Sign up today for AWAM's annual Charity Treasure Walk-a-Hunt, support all women, and let's work out way towards gender equality in Malaysia!

**Online registration can be found here: <http://goo.gl/Qme3wv>**

Please contact Yong Yi at [training.programs.awam@gmail.com](mailto:training.programs.awam@gmail.com) or 03-7877-4221 for more information