



ALL WOMEN'S ACTION SOCIETY (AWAM)

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Corporate social responsibility made fund-raiser successful

It was a pleasant surprise to note that roughly 280 people showed up at Taman Balai Tamera SS24 to partake in the All Women's Action Society (AWAM)'s 7th Annual Treasure Hunt bright and early on the morning of 1st July. Despite the 8a.m. start, there was excitement and anticipation in the air, with everyone riled up from AWAM president Ho Yock Lin's rousing speech.

Aptly named **Race to Be Heard**, this year's Treasure Hunt was to raise funds for the continuation in the prolonged battle for women's voices to be heard. Zamil Idris, former Malaysian Idol finalist and popular TV host was also present to show his support and at one point, stepped in to take the role of MC, much to the delight of the crowd. Aside from Mr. Idris, many other celebrities voiced their support towards AWAM and the Treasure Hunt, such as TV personality Azah Yasmin, morning show host Daphne Iking, Hugh Koh the famous designer behind Pestle & Mortar, Arnold Loh of Hitz FM fame, actress-singer Soo Wincci, soulful singer Dina Nadzir, actor Tony Eusoff and THR Raaga DJ Anantha.

The road that was travelled took participants on a mini-journey around Taman Megah's shop houses, as well as the housing area around AWAM's own centre. At the drop of the flag, the participants were off, scrambling to look around for signboards and exercising their brains to crack the codes. Many of the clues revolved around women and or women's rights to increase awareness of the issues that face Malaysian women today.

"The hunt allows us to reach out to the public on issues that AWAM feels strongly about such as violence against women and women's rights, not to mention providing a fun way to spend a Sunday morning," said Yock Lin, AWAM president.

The event was supported by United Parcel Service (UPS), the world's largest package delivery company and a leading global provider of specialized transportation and logistics services. Being the main sponsor, UPS not only donated RM30,000 (US\$10,000) but also encouraged their staff who came in seven teams to participate in the hunt. Another global diversified technology and industrial leader, Johnson Controls (M) Sdn Bhd, sent in a group of volunteers to help with pre-event work and sent in 15 teams.

Many young people and students also took part with much gusto. The winner of the whole affair turned out to be a team that called themselves Nutty Gang and they bagged first prize which included a sleek Sears wine chiller, attractive hampers & hotel stays. The top 20 teams were awarded prizes while there were also 20 spots for lucky draws. Other prizes also included Panasonic goods, Nando's vouchers, hotel buffet coupons and Body Shop goods.

The event raked in more than RM100, 000. This will help AWAM to sustain its programmes and continue to provide free counselling services and legal information to women in crises. The organisation wishes to thank all those who gave support, donated, showed up & helped out with the Treasure Hunt which could not have been the huge success it was without all of our hardy volunteers.