

Gifts Worth Giving

Ipoh Parade's 7th Annual "Grant A Wish" Campaign

29 November 2016, Ipoh - "To give up one's very self, to think only of others, how to bring the greatest happiness to others—that is the true meaning of Christmas." A phrase commonly expressed during Christmas with origins traced back to the nineteenth-century, it is precisely in this spirit that Ipoh Parade has once again commenced its annual "**Grant A Wish**" tradition. Exclusive to Ipoh Parade, "Grant A Wish" paves way to encourage the public to share the joy of Christmas with underprivileged children.



For this year's campaign, Ipoh Parade aims to fulfil the wishes of more than 200 children from various orphanages around the city, an increase from 2015. Each child's wish will be displayed on a wishing board located at the mall's Main Court, which has been transformed into a **Christmas Balloon Wonderland** that's already a hit among young children.

"The Grant A Wish campaign has always been a staple of Ipoh Parade's Christmas programme for many years now, and we hope that by continuing this tradition of giving, we are ultimately increasing awareness among the public on the struggles of these homes," said Chan Yu Yin, Centre Manager of Ipoh Parade.

Anyone who desires to grant the children's wishes can drop their gifts in the donation box placed by the Information Counter at the Ground Floor; the donation box will be available from **now till 30th December**. Be it brand new gifts, pre-loved items, or cash, everyone's donations will make this season of giving all the more memorable for many children in need. Any cash donations received will be used by Ipoh Parade to purchase gifts for children whose wishes remain on the board.

The gift presentation and unwrapping ceremony will happen on **31st December at 10:00am** with the presence of all the participating homes: **Good Shepherd Family Home, Precious Gift Home, The Salvation Army Ipoh Children's Home, Salvation Army Ipoh Boy Home, Vision Home, Pertubuhan Anak-Anak Yatim & Miskin (Anning Ipoh), Pertubuhan Pengurusan Pusat Jagaan 1 Malaysia, Ipoh Christian Centre (Agape Family) and Pertubuhan Kebajikan Harapan Baru.**

In addition to the aforementioned homes, Ipoh Parade has also selected two additional welfare organisations, **Bethany Home** and **Perak Palliative Care Society**, to be the **recipients of a RM10,000 donation each as part of the larger ARA CARES (Comprehensive Assistance & Responsible Engagement Services) initiative, with funding support by the Tan Sri Tan Foundation (TSTF).** The cheque presentation was done at Ipoh Parade at a press conference on 29th November, and TSTF Council Member Dato Richard Ong was present to present the mock cheques to the homes' representatives.

Foundation CEO Ms. Yap Su-Yin said, "The Tan Sri Tan Foundation, established by the late Tan Sri Dr. Tan Chin Tuan, has been donating to various causes in Malaysia since it was started almost 40 years ago. We are glad to be able to partner ARA [Asset Management Limited] through its mall activities, especially during this festive season to bring cheer to our beneficiaries. The foundation donates to several charities helping distressed families, vulnerable children & youth, the disabled and the elderly. We are appreciative of the charities' staff and volunteers, who contribute time and energy to make lives better for others. Eight of these charitable organisations are participating in the activities in ARA malls in Kuala Lumpur, Klang and Perak. We hope such collaborations and donations will continue to bring help and comfort to the community."

While the Grant A Wish campaign is the highlight of Ipoh Parade's Christmas programme, there are many other activities happening in the mall that shoppers can look forward to throughout the month of December, including dance performances, Santa Meet-and-Greets, magic shows, and balloon giveaways. Shoppers are also able to redeem a free crystal glass when they've spent RM158 (from 16th – 31st December) at the mall.

For more information on the programmes and activities, visit Ipoh Parade's Facebook page.
