

## Speech of Adelyn Lim, the Managing Director of CreatiVision D. C. Sdn. Bhd.

Good afternoon, Ladies and Gentlemen and all my friends from media. I am Adelyn Lim speaking on behalf of CreatiVision D. C. Sdn. Bhd. and Rainbow of Life Forces. On my left is the Representative of UNICEF in Malaysia, En. Youssouf Oomar and Joyce. On my right is Professor Dr. KL Chuang, Director of CreatiVision and advisor to Rainbow of Life Forces.

Cyclone Nargis, considered by far the worst natural disaster to strike the southeast Asian nation of Myanmar in recent history, has wiped away homes, schools, health facilities, roads, bridges, power supply and altering the lives of an estimated one million people.

From the Unicef's official website, we found that



Official Statistics, 26 June

- **Some 84,500 dead\***
- **Close to 55,900 missing**
- **2.4 million affected, 1.1 million are children**

\* UN estimates place the death toll at more than 100,000

We saw the news on CNN and all other sources of media. We were so eager to help but we had no clue how our aids could reach the children in Myanmar. After a careful survey, we decided to work with UNICEF as it has had a permanent presence in Myanmar since 1950. UNICEF has about 130 technical and operations staff distributing pre-positioned supplies for shelter since May 2, 2008.

I learned from Mr. Youssouf that children there are at increasing risk of diarrhoea and water-borne diseases and more relief funds are needed in the coming months because pre-stocked supplies in the country will not be sufficient to meet critical needs that include clean drinking water, shelter materials, water purification tablets, cooking sets, mosquito nets, food, essential drugs, and appropriate sanitation facilities.

Today, I am pleased to announce that CreatiVision will provide help and assistance to the young victims of Myanmar through UNICEF. We are sponsoring 500,000 pieces of Appeal Forms / donation envelopes to raise funds through our community project –ROLF for the children in Myanmar. We will help to distribute the envelopes nationwide and this cooperation is voluntary. Donors can send the donation (Cheques or money order and no cash) to Unicef's HQ in Damansara or deposit the money to Unicef's bank account in any of the Maybank branches. Public donations will be channeled directly to UNICEF Malaysia.

Rainbow of Life Forces or ROLF in short, is a community initiative project formed by CreatiVision D. C. Sdn. Bhd in year 2007. ROLF consists of 7 campaigns and each campaign is formed to support and help children in different situation. Last year, we initiated the ROLF- Blue Ribbon Campaign for Childhood cancer and managed to raise half a million for 9 Charitable Organizations. This year we are supposed to initiate the Red Ribbon Campaign to help children who suffer from heart failure.

However, children and their families in Myanmar require urgent lifesaving assistance to survive. We, therefore, decided to channel our effort and financial aids to help those less fortunate in that area first.

I have to stress a point that ROLF is not a charitable organization or foundation. ROLF is a community campaign which facilitates and promotes fund raising projects hosted by legitimate organization. It is our policy to channel the gross collection from any of the fund raising campaign directly to the beneficiaries. No event cost was or will be deducted from the collection. Without any delay, I would like to invite Mr. Youssouf to tell us all the details about UNICEF and the actual happenings in Myanmar.