

## **Zurich Insurance Malaysia treats children from the Eat Right to Play Right Programme to the screening of *Ola Bola* as part of its CSR campaign**

**Kuala Lumpur, 2 February 2016** – Following the launch of its current and ongoing Corporate Social Responsibility (CSR) campaign – **Eat Right to Play Right**, Zurich Insurance Malaysia Berhad (ZIMB) reinforces its commitment towards demonstrating true love for the children of Malaysia by organising a charity movie screening of *Ola Bola*, a local film by award-winning director of *The Journey*, Chiu Keng Guan, for more than 40 children from the **Eat Right to Play Right** community programme.

The movie screening held at Golden Screen Cinemas (GSC) Mid Valley Megamall, brought added cheer to the lives of children from Pangsapuri Enggang in Bandar Kinrara, Puchong – a community from the People's Housing Programme (PPR) developed by the government to accommodate the housing needs of low-income groups who cannot afford their own homes for rent.

**Eat Right to Play Right** is a four-year integrated community programme launched last December 2015 by ZIMB in partnership with One Goal in Malaysia to tackle child malnutrition issues through instilling a healthy nourishing habit driven by the passion and love for football.

Through this collaboration, ZIMB pledges its support by contributing RM1million per year to develop and co-execute the **Eat Right to Play Right** programme as part of ZIMB's long-term CSR effort driven by its **#TrueLoveForOurChildren** initiative.

ZIMB also gave away 25 pairs of *Ola Bola* tickets and Popcorn Combo via its social media contest [www.facebook.com/ZurichInsuranceMalaysia](http://www.facebook.com/ZurichInsuranceMalaysia) which ran from 22 January to 28 January 2016.

For more information on **Eat Right to Play Right** programme and its updates as well as ZIMB's endeavour towards corporate responsibility, please visit [www.zurich.com.my](http://www.zurich.com.my) or its Facebook page at [www.facebook.com/ZurichInsuranceMalaysia](https://www.facebook.com/ZurichInsuranceMalaysia)

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**For further information, please contact:**

***Zurich Insurance Malaysia Berhad***

**Alexandra Lee Abraham**

Tel : 03 – 21468957

Fax : 03 – 21432124

Email: [alexandra.lee@zurich.com.my](mailto:alexandra.lee@zurich.com.my)

**Fazrah Fadzil Khan**

Tel : 03 – 21468499

Fax : 03 – 21432124

Email: [fazrah.fadzil@zurich.com.my](mailto:fazrah.fadzil@zurich.com.my)

***RallyBuzz (a company part of IPG Mediabrands)***

**Jessica Ong**

Tel: 03 – 79666118 / 017 – 2267995

Email: [jessica.ong@mbww.com](mailto:jessica.ong@mbww.com)

**Diane Too**

Tel: 03 – 79666118 / 012 – 6281152

Email: [diane.too@mbww.com](mailto:diane.too@mbww.com)