

### RHB Conquers East Coast and spread awareness on child safety!

To continue its journey in spreading awareness and educating the public on Child Safety, the RHB Banking Group brought its Reuniting Families – Child Safety roadshow to Kelantan on 15 & 16 June 2012. The roadshow, held at KB Mall, Kota Bharu, Kelantan, became a meeting point where parents, guardians and children learnt, received advice and shared experiences on Child Safety.

Held in collaboration with PDRM, the Ministry of Women, Family and Community Development as well as the Malaysia Crime Prevention Foundation (MCPF), the roadshows set out to bring distinguished experts, authorities and NGOs together to create awareness on child safety and share tips on crime prevention. The experts will engage parents, children and members of the public to talk about child safety. Activities such as self-defense demonstrations, educational safety and cyber crime talks and consultations by renowned child psychiatrists are lined up in the roadshows.

Norazzah Sulaiman, Director of Group Corporate Services said, “the Reuniting Families – Child Safety Road Show is part of the RHB Banking Group’s initiative in reaching out and raising awareness amongst members of the public on the importance of ensuring the safety of our children. Following its success in Sunway Pyramid, KSL City Mall in Johor and Mahkota Parade, Melaka, the road show will proceed to two other states after Kelantan with the aim to further spread the word about child safety in the country.”

“The roadshows proved to be interactive and so far, they managed to convey our message across. It was extremely encouraging to see parents actively expressing interest and concern over the issue of child safety. We are pleased to know that even the public is taking this issue seriously. We hope with more exposure to the dangers of the crime, everyone will shoulder the responsibility and ensure the safety of children, wherever they are,” Puan Norazzah added.

#### REUNITING FAMILIES - CHILD SAFETY ROADSHOW

Friday & Saturday, 15 & 16 June April 2012

11.00 am – 7.00 pm

KB Mall, Kota Bharu, Kelantan

#### Programme

11.00 am	:	Welcome remarks by DJ
11.30 pm	:	Child Safety Talk by PDRM
12.00 pm	:	Children Drawing Contest: Happy Family
1.00 pm	:	Personal Safety & Self Defense Smart Workshop
2.00 pm	:	Radio Cruiser
3.00 pm	:	Child Psychiatrist Talk by LPPKN
3.30 pm	:	Children Drawing Contest: People in Uniform
4.30 pm	:	Violence within the Family by PDRM
5.00 pm	:	Kids Safety: Avoidance & Survival of Violence and Crime
5.30 pm	:	Cyber Crime by PDRM
6.00 pm	:	Adik Bijak, Adik Selamat



## News Room

---

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Melati Kesuma Kamaruddin at 03-9280 2445 or Eza Dzul Karnain at 03-9280 2552.

### **About the RHB Banking Group**

*The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia by total assets. The Group's core businesses are streamlined into seven Strategic Business Groups (SBGs): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's Global Financial Banking Division includes commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to establish itself as a leading multinational financial services group. The Group distinguishes itself from other industry players through leveraging private and public sector relationships as well as enhancing network and touch points. The Group has more than 2,872 customer touch points in the countries in which it operates.*