



News Room

RHB Travels South To Spread Awareness On Child Safety

Melaka, 7 April 2012 - In light of the recent alarming number of missing children cases, the RHB Banking Group ("RHB") continues with our *Reuniting Families – Child Safety Roadshow*, which will take place at the Mahkota Parade, Melaka on 7 & 8 April 2012.

RHB's first Corporate Responsibility initiative began in early 2007. Moved by the plight of the families of missing children and determined to lend a helping hand to locate these children, RHB launched the Missing Children – Reuniting Families programme in partnership with the Royal Malaysian Police (PDRM). The programme offered the authorities and concerned families an alternative channel of communicating and disseminating information on missing children to the members of the public. RHB was the first banking group in Malaysia to display posters of missing children electronically on all our ATM screens nationwide.

Noting that prevention is better than cure, we realize that our efforts should not stop at just locating missing children but also on educating them on how to keep themselves safe. As such, we have embarked on an education campaign to create awareness amongst children on the many dangers they may be exposed to and the ways to avoid them. The *Reuniting Families – Child Safety Roadshow* kicked off in July 2011, and will be spreading awareness in Melaka, Kelantan, Penang and Kuala Lumpur this year.

Norazzah Sulaiman, RHB's Director of Group Corporate Services said, "The objective of the *Reuniting Families - Child Safety* programme is to engage and reach out to parents and children with the intention of raising awareness and understanding of the issues surrounding child safety. Throughout the Roadshow, RHB, PDRM and local experts will be sharing safety tips and information on child safety and violence against children. In more ways than one, the Roadshow has managed to convey our message across. Ensuring our children's safety is everyone's responsibility. We urge parents, guardians, teachers and care givers to come and join us at the Roadshow".

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 child psychiatrists are lined up in the roadshows.

The Corporate Responsibility (CR) initiative is part of RHB Banking Group's commitment towards the local community.

REUNITING FAMILIES - CHILD SAFETY ROADSHOW
Saturday & Sunday, 7 & 8 April 2012
11.00 am – 6.30 pm
Main Concourse, Mahkota Parade, Melaka



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7 April 2012 (Saturday)		8 April 2012 (Sunday)	
Time	Activity	Time	Activity
11.30 pm	Child Safety Talk by PDRM	11.30 pm	Child Safety Talk by PDRM
12.00 pm	Children Drawing Contest: Happy Family	12.00 pm	Children Drawing Contest: Happy Family
1.00 pm	Personal Safety & Self Defense Smart Workshop	1.00 pm	Personal Safety & Self Defense Smart Workshop
2.00 pm	Radio Cruiser	2.00 pm	Radio Cruiser
3.00 pm	Child Psychiatrist Talk by LPPKN	3.00 pm	Child Psychiatrist Talk by LPPKN
3.30 pm	Children Drawing Contest: People in Uniform	3.30 pm	Children Drawing Contest: People in Uniform
4.30 pm	Violence within the Family by PDRM	4.30 pm	Violence within the Family by PDRM
5.00 pm	Kids Safety: Avoidance & Survival of Violence and Crime	5.00 pm	Kids Safety: Avoidance & Survival of Violence and Crime
5.30 pm	Cyber Crime by PDRM	5.30 pm	Cyber Crime by PDRM
6.00 pm	Adik Bijak, Adik Selamat	6.00 pm	Adik Bijak, Adik Selamat

Issued on behalf of RHB Banking Group by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Zuraida Mohamad at 03-92802880 or Eza Dzul Karnain at 03-92802552.

About the RHB Banking Group

The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia. 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 RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services group in the ASEAN Region.

It's time we simplify banking.