

### RHB Child Safety Awareness Ends With a Big Bang in KL

**Kuala Lumpur, 4 November 2012** - The RHB Banking Group's Corporate Responsibility initiative, **Reuniting Families – Child Safety Road Show**, ended with a bang today. The finale of the series of road shows, held at Berjaya Times Square, drew a huge crowd on both days.



*From left: DSP Norrisah Ab Hamid, PDRM; Mr. Kellee Kam, Group Managing Director, RHB Banking Group; DCP Dato' Hadi Ho Abdullah, Deputy Director of Crime Investigation Department, PDRM; Tan Sri Lee Lam Thye, Vice Chairman, Malaysia Crime Prevention Foundation; SAC Dato' Amar Singh, Deputy Chief of Police, KL Contingent, PDRM; and Puan Norazzah Sulaiman, Director of Corporate Services, RHB Banking Group at the Closing Ceremony of the RHB Child Safety Road Show*



*From left: DCP Dato' Hadi Ho Abdullah, Deputy Director of Crime Investigation Department, PDRM; Mr. Kellee Kam, Group Managing Director, RHB Banking Group; Ms. Elaine Chin, Dept Head, Corporate Responsibility, RHB Banking Group sharing a light moment at the Child ID Kit booth at the RHB Child Safety Road Show*

After travelling all over the country: Melaka, Johor Bahru, Kota Bharu and Penang, the last stop aimed at further emphasising the importance of ensuring the safety of children.

The two-day road show serves as a one-stop centre for parents, guardians and children where they learn and receive advice from experts on Child Safety. Photo ID Kits for children are also distributed for free and each ID Kit contains a recently taken front facing photograph, vital particulars and the thumbprint of the child to enable parents to provide immediate and essential information in the event that a child goes missing.

“This programme helps us in our effort to search and rescue the missing child. The success is very subjective, however as long as our children feel safe wherever they are, it indicates that our collaboration with the private sector is fruitful,” said Dato’ Hadi Ho bin Abdullah, Deputy Director of Crime Investigation Department, Polis Diraja Malaysia.

“Going forward, RHB will be focusing on a more micro level – we will be going to the grassroots and hopefully, the effort will make a better impact to school children and teachers. At least two schools will be involved in each state and we have already lined up various activities which are informative and fun,” said Kellee Kam, Group Managing Director, RHB Banking Group.

Held in collaboration with PDRM, the Ministry of Women, Family and Community Development as well as the Malaysia Crime Prevention Foundation (MCPF), the road shows 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 road shows.

### **REUNITING FAMILIES - CHILD SAFETY ROADSHOW**

Saturday & Sunday, 4 & 5 November 2012

11.00 am – 7.00 pm

Berjaya Times Square, Kuala Lumpur

#### **Programme:**

- 11.00am : Welcome remarks by DJ
  
- 11.30pm : Child Safety Talk by PDRM
  
- 12.00pm : Children Drawing Contest: Happy Family
  
- 1.00pm : Personal Safety & Self Defense Smart Workshop
  
- 2.00pm : Radio Cruiser
  
- 3.00pm : Child Psychiatrist Talk by Dr. Irene Chia, General Hospital Kuala Lumpur
  
- 4.00pm : Violence within the Family by PDRM
  
- 5.00pm : Kids Safety: Avoidance & Survival of Violence and Crime
  
- 5.30pm : Cyber Crime by PDRM
  
- 6.00pm : Adik Bijak, Adik Selamat



## News Room

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

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