



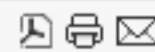
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STARBUCKS COFFEE

Be an Angel with Tan Sri Michelle Yeoh

MONDAY, 11 NOVEMBER 2013 00:00 SME MAGAZINE



"BE AN ANGEL WITH TAN SRI MICHELLE YEOH"

During her welcoming speech to the esteemed guests, our guest of honour, Y.Bhg Tan Sri Michelle Yeoh earnestly urged all to contribute generously towards the noble cause of saving lives. She reinforced Dr. Ng's sentiments by adding, "Healthcare should always be made affordable to everyone in our society. I am really impressed by the admirable life-saving work EMPOWERED has done these past years in bringing awareness on cancer and conducting screening and treatment workshops for the underprivileged communities here in Malaysia. The support of the public, be it individuals or corporations is of utmost importance towards achieving EMPOWERED's mission. As Malaysians, we should work together to make our country a healthier and better place!"

The charity dinner was hosted in the newly-opened iconic concept boutique and group's head office of Elegance Club Sdn. Bhd. In addition to being the venue host, Y.Bhg Datuk Tracy Ong sponsored an exquisite set of White gold Jade and Diamond earrings from the Elegance Club artistic expression collection which was the highest valued auction item for the charity dinner. Y. Bhg Tan Sri Michelle Yeoh pledged her personal support by donating one of her watches, an exquisite piece of Jacob & Co. timepiece that bears a special signature signed live during the auction before passing the item to the highest bidder. Poh Kong Holdings Berhad was also one of the sponsors through their donation of a fine set of white gold chain with a piece of jade and diamond pendant for the auction event.

Among the top 5 feature auction items were two 'My Journal' books packages'. 'My Journal' is a cancer educational aid which is informative, resourceful and therapeutic for cancer patients at large. This educational guide is extremely helpful for patients who are newly diagnosed with cancer as it helps them to come to terms with their condition and provides simple but pertinent information about cancer tests and treatments. 'My Journal' is the brainchild of Dr. Christina Ng which was inspired through her years of experience working with cancer patients during her service at the University Malaya Medical Centre. Books auctioned at this event will be donated to cancer patients of Hospital Tuanku Ja'afar Seremban and Hospital Raja Permaisuri Bainun, Ipoh, in conjunction with Empowered's 'My Journal Book Campaign'. Bidders for these packages are also complimented with a lung cancer forum, each to be conducted by medical specialists volunteering for EMPOWERED.

Y.Bhg Datuk Tracy Ong, Founder and Managing Director of Elegance Club group of companies is a strong advocate for helping the less-privileged communities in Malaysia. In this regard, she has ensured that one of the company's corporate giveback is the provision to help volunteer organizations that will touch the lives of needy Malaysians like EMPOWERED. She hopes that the sponsorship of this event will help EMPOWERED reach out to more needy Malaysians, and indirectly increase cancer literacy in the country.



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