

RHB spreads child safety awareness up north!

Penang, 15 September 2012 - The RHB Banking Group, in its bid to spread awareness and educate the public on Child Safety, completed its series of regional roadshows in Penang, after having been to Melaka, Johor and Kelantan. The roadshow, held at Avenue Mall, Penang on 15 & 16 September 2012, served as a one-stop centre for parents, guardians and children where they learnt, received advice and shared experiences on Child Safety. There will be a “grand finale” in Kuala Lumpur in November this year.

To start off, RHB held a mini roadshow at SJK (C) Jelutong, Georgetown, on 14 September 2012, with the objective of bringing the same model and activities as the roadshow, directly to the target group – school children, teachers and parents. Not only the impact was greater, but holding the mini roadshow at one of RHB’s adopted schools in Penang also played a big part in forging better ties with the surrounding communities.

Norazzah Sulaiman, Director of Group Corporate Services said, “the Reuniting Families – Child Safety Road Show has proven to be a success and has left significant footprint in Johor, Melaka and Kelantan. As part of the RHB Banking Group’s initiatives in reaching out and raising awareness amongst members of the public on the importance of ensuring the safety of our children, the roadshow promises not only educational aspects of Child Safety knowledge, but also the fun, entertaining bit to it, through the various activities planned.”

“With the rampant crime activities reported in the media of late, we cannot afford to just sit still and not do anything about it. RHB efforts, hopefully, will play a major role in instilling awareness when it comes to safeguarding our children.”

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.

REUNITING FAMILIES - CHILD SAFETY ROADSHOW
Saturday & Sunday, 15 & 16 September 2012
11.00 am – 7.00 pm
1st Avenue Mall, Penang

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



News Room

6.00 pm : Adik Bijak, Adik Selamat

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.

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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.