


INITIATIVES: Giving access to quality books

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BOOK DONATION: Pelangi Publishing Group Bhd (PPG) and Jabatan Kemajuan Orang Asli (JAKOA) Pahang have collaborated in a book donation to nurture a love of reading among the Orang Asli children of Kg Leryar, Ringlet, Cameron Highlands.

The project was recently launched by PPG executive chairman and group managing director Sum Kown Cheek and JAKOA Pahang representative Abdul Rahman Mat Sham.

It is aimed at providing educational assistance to the many children who do not have access to quality books.

A colouring contest was conducted for children from age 7 to 12 during the launch. Some 100 children from the village took part in the contest with prizes such as toys and hampers sponsored by PPG, JAKOA Pahang and Berjaya Times Square Theme Park.

The donation is not a one-off contribution. PPG will work with JAKOA on another initiative to sustain the love of reading among the children.

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Children rapt in thought at the launch.