

Creating cancer awareness

Campaign launched to raise funds for Pride Foundation

THE Theobroma Chocolate Lounge launched a charity drive called Theobroma Sweet Essentials Campaign at one of their latest outlet at The Curve, Mutiara Damansara recently.

The initiative was to create awareness on breast cancer and raise funds for the Pride Foundation, a non-profit organisation dedicated to enhancing breast cancer awareness and improving accessibility to treatment and care among Malaysian women.

The charity effort held over two months will end on Jan 31 and is jointly supported by PrimaNora Medical Centre.

On the day of the launch, Datin Etty Zainab Ibrahim, chairman of Amanita Services Sdn Bhd spoke on the importance of having constant body check-ups and being sensitive towards the symptoms of breast cancer.

Hing Yiap Group CEO Howard Khoo said throughout the cam-

paign period, RM1 from every transaction made at all Theobroma Chocolate Lounge outlets would be donated to the Pride Foundation.

"Customers will also be given an opportunity to a enjoy special rate for a mammogram test at PrimaNora Medical centre," Khoo added.

There will also be activities at participating shopping malls like 1 Utama Shopping Centre, The Curve and Pavilion Kuala Lumpur during the campaign period on weekdays (11am - 9pm) and weekends (10am - 10pm).

Booths will be set up for mall goers to get the chance to learn and explore more about the symptoms of breast cancer, free health checks by PrimaNora Medical Centre as well as free samples of chocolates by Theobroma Chocolate Lounge.

Several celebrities turned up for the campaign launch.



For a good cause: Some of the celebrities who turned up in support of the event.

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3-1, Jalan PJU8/50, Perdana Business Centre,
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