

Headline	Adding colour to children's lives		
MediaTitle	The Star		
Date	22 Jun 2013	Color	Full Color
Section	Metro	Circulation	304,904
Page No	20	Readership	1,026,812
Language	English	ArticleSize	358 cm ²
Journalist	N/A	AdValue	RM 16,672
Frequency	Daily	PR Value	RM 50,016



Adding colour to children's lives

Paint company's project goes beyond painting welfare homes

NIPPON Paint Malaysia has kicked off a corporate social responsibility (CSR) programme called "Colourful Dreams" that rides on the theme "Create Joy Today, Hope for Tomorrow".

Inspired by the successful "Colour, Way of Love" CSR programme by Nippon Paint China, "Colourful Dreams" in Malaysia is a nationwide initiative to provide a safe and conducive environment for children living in homes through physical makeovers.

This is done while supporting their emotional and personal development at the same time.

"The 'Colourful Dreams' theme 'Create Joy for Today, Hope for Tomorrow' is emotive and encapsulates our vision for this project. With this programme, we want to go beyond surfaces to create a deeper and more meaningful impact on the children's lives," said Nippon Paint (M) Sdn Bhd group general manager Gladys Goh.

To do this, Nippon Paint is working with not-for-profit welfare organisation, Persatuan Kebajikan

Generasi Gemilang (PKGG), whose core focus is raising an exemplary next generation and building strong families for a thriving Malaysia.

Goh said the 'Colourful Dreams' programme was a collaboration between Nippon Paint, PKGG and children home management teams.

"The programme is aimed at creating a positive environment for the children through a combination of social insights and business competencies," said Goh.

"For instance, some of the children got to choose the colours for their respective homes. This gave them a sense of ownership and responsibility for the decisions that were made.

"To celebrate the completion of the physical makeovers, mini celebration workshops were conducted with painting as one of the activities used to encourage self-expression.

"We also held personal development workshops for the children to help them develop sense of self and recognise that they are significant and unique in their own ways.

"We are going beyond just putting

on fresh coats of paint on the buildings. Ultimately what's most important is to spark the children's own visions for a better future. This is the key difference of 'Colourful Dreams - Create Joy for Today, Hope for Tomorrow'," added Goh.

The first homes to benefit from this programme are Pure Life Society and Rumah Juara, impacting over 100 children.

The work includes refreshing the paintwork on the buildings using Nippon Paint's Green Choice products, essential repair works and overall beautification of the homes.

Nippon Paint is now working on the third and fourth homes simultaneously and aims to complete these by the third quarter of this year.

In an effort to spread the message of goodwill, Nippon Paint Malaysia is also rallying business partners, suppliers and dealers to join hands in supporting this programme.

Support the cause and get more information on how you can help by visiting www.colourfuldreams.com.my



All smiles: (From left) PKGG chief operating officer Noelle Tan, Pure Life Society president Datin Paduka Mother A. Mangalam, Goh and Rumah Juara home supervisor Elizabeth Saroja posing for a photograph with children from Pure Life Society.

VALUATOR

Company(Brand)	Mention	Tone	ROI
Nippon Paint (M) Sdn Bhd (Nippon Paint)	8	3	RM 35,011

GIST(ENGLISH)

NIPPON Paint Malaysia has kicked off a corporate social responsibility (CSR) programme called "Colourful Dreams" that rides on the theme "Create Joy Today, Hope for Tomorrow". Inspired by the successful "Colour, Way of Love" CSR programme by Nippon Paint China, "Colourful Dreams" in Malaysia is a nationwide initiative to provide a safe and conducive environment for children living in homes through physical makeovers.