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## Colouring dreams

NIPPON Paint Malaysia's corporate social responsibility (CSR) programme launched its 'Colourful Dreams' theme titled 'Create Joy Today, Hope for Tomorrow' inspired by Nippon Paint China's CSR program 'Colour, Way of Love'. This programme is a nationwide initiative to provide a safe and conducive environment for children in homes through physical makeovers while at the same time supporting their emotional and personal development.

"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 to the children's lives," said Nippon Paint (M) Sdn Bhd group general manager Gladys Goh.

Not-for-profit organisation, Persatuan Kebajikan Generasi Gemilang (PKGG) and Nipon Paint is collaborating in an effort to focus in raising an exemplary future generation and build strong families for a thriving Malaysia.

Pure Life Society and Rumah Juara are the first homes to have a makeover benefitting over 100 children. Nippon Paint is currently working on the third and fourth homes simultaneously with the aim of completing them by the third quarter of this year.



In a cheerful spirit...Goh (centre, back row) with (from left) PKGG CEO Noelle Tan, PureLife society president Datin A Mangalam and facilitator Elizabeth Saroja with some of the home's children.

## VALUATOR

Company(Brand)	Mention	Tone	ROI
Nestle (M) Berhad (Pure Life)	1	0	RM 0
Nippon Paint (M) Sdn Bhd (Nippon Paint )	4	5	RM 7,787

## GIST(ENGLISH)

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