

## **Pfizer Malaysia's Colleagues Helping out the Needy during Pfizer Gives Back Campaign in the Month of April 2012**

Pfizer Malaysia recently launched its internal corporate social responsibility (CSR) initiative to encourage its colleagues to contribute their share to the community. Sharing With a Touch (S.W.A.T) team that comprises of employee volunteers from Pfizer had taken a tremendous step in giving back to the community by contributing their time and expertise on a community program in Pfizer Gives Back campaign.

The campaign was done to commemorate the theme for World Health Day this year; "Good health adds life to years", which fell on 7 April 2012. This CSR campaign was meant to encourage the colleagues to be more generous to the community while enjoying the exciting activities that have been lined up to cherish the campaign such as Food Donation Drive and A Charity Run to aid 10 welfare organizations in and around the Klang Valley area.

Angel Choi, the Country Manager for Pfizer Malaysia and Brunei, said that this campaign was meant to be different and unique in the way they help the needy. "This was a good initiative for colleagues to give back to the community as this campaign was meant to inspire our employees to get involved in charitable work through various ways to commemorate the World Health Day 2012."

The Leadership Team, comprising of Pfizer's top management team officiated the campaign by taking the first step to donate staple food in the drop box to mark the opening of the Food Donation Drive. This action eventually encouraged Pfizer colleagues from other states to do their part.

The colleagues had fun doing their bit in the Food Donation Drive by donating essential food items in the donation boxes that have been allocated in each department. Some of the collected total donation items collected were 34 sacks of rice, 39 bottles of cooking oil, 31 packets of cereals, 63 packets of noodles, and 35 packets of instant oats. The campaign ran throughout the entire month of April also encouraged Pfizer Malaysia colleagues to come together in giving back to community through the Run Pfizer Run, a charity run in which every accumulated distance was converted into cash for donation i.e. for every kilometer ran, walked or cycled; RM5.00 would be donated to selected charity homes. In total, 186 colleagues ran a cumulative mileage of 2709.54 kilometers in the month of April.

A member of the S.W.A.T team, Lew Yew Yen said "We are glad to help the needy, S.W.A.T team signifies the spirit espoused in their actions, sharing with the community and reaching out with a personal touch. We are focusing on creating the colleagues' community engagement program that involves partnership with NGOs in assisting the disadvantaged"

S.W.A.T team was established in 2009 and has served the communities and NGOs that need their assistance the most.

Every year, World Health Day is celebrated on 7 April to mark the anniversary of the founding of World Health Organization (WHO) in 1948. Each year a theme is selected for World Health Day that highlights a priority area of concern for WHO.