



PRESS RELEASE

For Immediate Release

GIVING CHOW KIT STREET KIDS A SAFE HAVEN

Pfizer Malaysia steps in to help Yayasan Chow Kit for its hostel and learning centre

KUALA LUMPUR, 16 June 2015 – Pfizer Malaysia is working together with Yayasan Chow Kit (YCK) to provide a safe and nurturing environment for children in and around the Chow Kit area. Pfizer is contributing to YCK through a financial grant as well as sweat equity via Pfizerians who will take part in a volunteering activity by painting and up keeping YCK's Pusat Aktiviti Kanak-Kanak (PAKK) and Kuala Lumpur (KL) Krash Pad which will benefit close to 40 children who use the hostel and learning facilities. Pfizer sees their initiative as a means to help YCK which has faced funding challenges in the past.

The streets of Chow Kit have become a playground for many children due to lack of parental supervision, a dilemma faced by many working parents. Left to their own devices, these young people are vulnerable to situations such as street gangs, violence and criminal activities, substance abuse as well as manipulated into unfavourable situations such as sex work, trafficking and child labour. Currently, YCK is the only childcare centre operating in the Chow Kit area and it strives to provide basic necessities, activities, and social services for at-risk children around the area of Chow Kit. Much of YCK's current programmes are supported by corporations who provide a lending hand through corporate social responsibility initiatives.

As unique outfits that function as a school, home, chill-out centre and counselling centre all rolled into one, PAKK and KL Krash Pad strive to fulfil the mental, emotional and physical needs of these children. The necessity of these centres have been proven time and again as many of YCK's student alumni have gone on to improve their lives and become successful. Some are already working and there are even some who have pursued studies in fields such as medicine and entrepreneurship. As such, it is crucial that YCK's operations are able to be carried out smoothly and without interruption, to provide some semblance of stability in the lives of these children. Apart from dedicated volunteers, funding is extremely important to ensure the continuity of these centres and its activities.

Understanding the importance of this, Pfizer Malaysia, through their partnership with YCK, is determined to provide a conducive environment for these young minds. Pfizer Malaysia has expanded its contribution beyond the monetary aspect to include enhancing the children's learning experience. This will be done through educational excursions and expanding their collection of educational materials, collected through a Pfizer internal fundraising initiative. Pfizer Malaysia presented a range of educational books, CDs and DVDs in English and Bahasa Malaysia and during the next few months, the children of YCK will be taken on a field trip to the National Science Centre.

“We strongly believe in upholding the rights of children to lead a dignified, enriched and holistic life which includes having a roof over their head and access to education,” said Dr Hartini Zainuddin, Founder of Yayasan Chow Kit, Child Advocate & Activist. “This is where the PAKK and KL Krash Pad become important tools in reaching out to at-risk children to enable them to nurture and develop their potential as well as motivate them. As such, we are grateful to Pfizer Malaysia who have come to spend quality time with the children and make them feel that they are cared for and not alone, in addition to assisting us with upgrading the facilities to help our centres feel more like a home away from home for our children,” Dr Hartini said.

“Pfizer Malaysia is honoured to partner with Yayasan Chow Kit in creating a safe haven for these at-risk children to develop and grow. Corporate citizens like us need to do our part to help noble projects like this – which aims to eradicate the vicious cycle of poverty. Places like YCK provides street children a chance. It is like a beacon of hope,” said Azwar Kamarudin, Director of Corporate Affairs, Health & Value, Pfizer Malaysia. “Our tagline, Working Together for a Healthier World also means contributing indirectly to make a change in the nation. There is no better way to do so than to educate the young, who are the future of the country,” Azwar elaborated on the Pfizer Malaysia-YCK partnership.

Speaking about YCK’s programme was 21-year-old Muhammad Abdul Aziz Bin Nurmin who said, “Yayasan Chow Kit has made a big difference in my life. I feel safe and loved here and can even continue my studies. I hope that Yayasan Chow Kit will continue to be around so that other children can also feel the love, care and motivation to help them achieve great things.”

On Pfizer Malaysia’s CSR programmes, Azwar said: “At Pfizer Malaysia, not only do we envision a world where everyone has access to better healthcare, but we also envision that each and every one is proactively responsible in ensuring one’s wellness. It is this vision that drives our dedicated service to the local communities. What’s great about our company are the people in it. We are surrounded by individuals who work towards a single goal – making a difference in the lives of those around us. These individuals, whom we call Pfizerians, all work towards a common purpose – doing good.”

“I am glad to be a part of a company that cares and believes in ensuring that these children are given the opportunity to learn and grow and become respectable citizens. Hopefully, employees like us are able to motivate them to realize that there is more to life than the streets of Chow Kit,” said Masliza, a sales executive with Pfizer who is glad to be involved in the activities of the day.

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About Pfizer Malaysia

Pfizer Malaysia is committed towards Working Together for a Healthier World™. At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to

advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

About Yayasan Chow Kit

YCK started out as an expansion of a government run day care center. In 2006, it grew into Nur Salam; a 24-hour crisis and drop-in centre providing basic necessities, activities, and social services for at-risk children of Chow Kit as a project under Yayasan Salam. Our early experience of working with the community led to the discovery of multi-faceted socio-cultural issues affecting adverse groups of people living in Chow Kit. This realization paved the way for an establishment of a structured organisation that provides sustainable development through community-based programmes. Thus that was how Yayasan Chow Kit (YCK) was born as an entity in its own right in January 2011. The foundation's vision 'to improve the lives of at-risk children and youth' aptly sums up our aspirations for the community we serve in Chow Kit.

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