



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Helps Raise Awareness About Childhood Cancer

14 September 2022, Kuala Lumpur – In conjunction with Childhood Cancer Awareness Month 2022, Great Eastern Takaful Berhad (GETB) collaborated with a non-governmental organisation, *Kumpulan Ibu Bapa Dan Sokongan Anak-Anak Kanser* (KIDS) to make the MyETS Journey Program a success on 9 – 11 September 2022. This program aims to increase community awareness about childhood cancer along the two-way journey Kuala Lumpur-Alor Setar through the Express Train Service (ETS).

Great Eastern Takaful, which is also concerned with the increasing number of cancer patients involving children, fully supports KIDS' efforts in increasing community awareness and understanding of childhood cancer, as well as the challenges faced by the patients, caregivers and immediate family members.

Referring to the statement made by the Medical Director of the National Cancer Society Malaysia (NCSM) Dr. M. Murallitharan, each day, about five children in Malaysia are diagnosed with various types of cancer. This situation is worrying as it is projected that the number is expected to increase in the near future¹.

Head of Marketing Division of Great Eastern Takaful, Pn. Nurul Sheila Khalib said, "The corporate social responsibility initiative in collaboration between GETB and KIDS is truly meaningful because we would want more Malaysians to understand that just like adult patients, children may also be diagnosed with cancer and they stand the same chance to be cured, live a good life and pursue their aspirations. We hope that they will be more enthusiastic with positive mindset in facing the challenges ahead."

"Along with our goal as a provider of comprehensive family takaful protection plans, we look forward for all participants and their family members to Reach For Great with us," she added.

A total of nearly 80 participants consisting of child cancer patients, their families and volunteers of GETB distributed leaflets, shared their challenges in battling the disease while visiting various interesting places around Alor Setar.

President of *Kumpulan Ibu Bapa Dan Sokongan Anak-Anak Kanser*, Pn. Hamidah Tajudin commented, "This MyETS Journey program is being held for the first time and we would like to express our gratitude to Great Eastern Takaful for funding the initiative. It gave such a huge excitement for childhood cancer in improving their self-confidence, being

¹ <https://www.hmetro.com.my/utama/2022/01/805336/makin-ramai-budak-derita-kanser>

able to be involved in various activities and the having the opportunity to gain new knowledge and experiences. We were also able to introduce KIDS to the community and made aware that the chance of childhood cancer patients to be cured is high, which is more than 80%. It is our hope that the community could lend their support towards the children with cancer."

For more information:

Great Eastern Takaful - <https://www.greateastertakaful.com/>

KIDS - <https://www.facebook.com/KK3parentssupportgroup/>

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About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd, a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom and Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International from United Kingdom. In 2019, i-Gr8 Harapan was named 'Best Takaful Product' by International Finance Awards and also clinched the 'Insurance Initiative of the Year' by Insurance Asia Awards. In 2020, Great Eastern Takaful Berhad was named the recipient of the 'Most Valuable Brand – Takaful Solutions' under the prestigious BrandLaureate Awards 2020. The company was also conferred the 'CSR Initiative of the Year' – Malaysia recognition by Insurance Asia Awards 2020. It was named joint winner of Malaysian Takaful Association's 'Corporate Social Responsibility Award' that same year. Great Eastern Takaful employees was conferred the sought after 'Young Takaful Manager' recognition two years running. In 2021, the company was awarded *Brand of the Year - Takaful Solutions* by the BrandLaureate World Halal BestBrands e-Branding Awards 2021.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

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