



LIAM President, Mr. Toi See Jong and YB Dato' Sri Rohani Abdul Karimat the launch of the campaign in Medan MARA

Life Insurance Companies organise Blood Donation Campaign at 37 strategic locations nationwide

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The Life Insurance Association of Malaysia, via its community service platform, Insurans Hayat Cares together with its 16 member companies are joining hands with the National Association of Malaysian Life Insurance Fieldforce and Advisers (NAMLIFA) and National Blood Bank to organise a week-long blood donation campaign at 37 strategic locations nationwide from 3rd to 10th August 2015.

The campaign, which covers five regions namely Central, Northern, Southern, East Coast and East Malaysia targets more than 10,000 donors in the hope to increase the blood supply at the National Blood Bank during this festive period.



Launch of campaign by YB Dato' Sri Rohani Abdul Karim

“LIAM is happy to play our part in organising such a noble effort with all our member companies and partners in the insurance fraternity. We are calling all our 16- member companies and stakeholders to encourage their staff, family members, agents and customers to participate in this campaign and do their part by donating blood at the nearest blood donation centres throughout the campaign week. Their noble effort could save another person’s life,” said LIAM President, Mr. Toi See Jong at the launch of the campaign in Medan MARA today.

The launch of the campaign was officiated by YB Dato’ Sri Rohani Abdul Karim, Minister of Women, Family and Community Development. Speaking at the launch, YB Dato’ Sri Rohani Abdul Karim lauded the efforts by the life insurance industry in fulfilling its corporate social responsibility and raising the awareness among the people to donate blood to those who are in need.

“Such a noble effort bodes well with the Ministry’s vision to inculcate the spirit of caring, sharing and loving among Malaysians irrespective race, age and background.”

The nationwide blood donation campaign is another community project undertaken by the Insurans Hayat Cares platform in line with its commitment to be more engaging with the rakyat from all walks of life.

Caring for the community and insuring the nation would be our ultimate accomplishment as Malaysia moves into a high income nation by year 2020. Over the last 40 years, apart from being a leading insurance association in the country, LIAM also plays its part in giving back to the community via its Life Insurance Day. It started back in 1991, where LIAM contributed to the underprivileged and the needy in different parts of the community. Since then, this project has been celebrated on a yearly basis with a myriad of activities ranging from blood donation, contributions to orphanages, old folk homes, paediatric wards and outward bound activities for teenagers.

In fulfilling the national agenda of insuring 75% of Malaysians by 2020 under the Government Transformation Programme, LIAM works very closely with the industry’s regulators and stakeholders to fulfil this aspiration