

### **RHB Spreads Words About Child Safety At KSL City Mall in Johor Bahru**

KUALA LUMPUR, 2 December 2011 – The Reuniting Families - Child Safety Roadshow will move to KSL City Mall in Johor Bahru on 3 & 4 December 2011, where parents, guardians and children will be able to learn, receive advice and share experiences on Child Safety from Royal Malaysia Police specially trained speakers and counselors and from Child Psychiatrists, organised by RHB Banking Group, Royal Malaysia Police (RMP), Malaysian Crime Prevention Foundation (MCPF) and Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN) Johor.

The public will be able to view live demonstrations on personal safety and self-defense. The 'first of its kind' Child ID Kit will also be issued for free which enables parents to keep their child's personal information with them at all times. Essential information listed in the Child ID Kit helps parents to be prepared and enables them to provide immediate and essential information for the search, recovery and rescue of a missing child.

The Reuniting Families - Child Safety Campaign have generated great interest since the launch of the roadshow on 3 July 2011. Over 1000 Child ID Kits were issued at the roadshow's previous stop at Sunway Pyramid in Kuala Lumpur, and hundreds of parents, guardians and parents-to-be gathered at the stands to find-out more about the all-important issue of child safety, and preventing crimes against children.

Norazzah Sulaiman, Director of Corporate Services for RHB Banking Group said "The objective of this Roadshow is to raise awareness and understanding of the issues surrounding child safety in the country. This interactive roadshow has been very successful in getting the message across. It has been extremely encouraging to see parents actively expressing interest and concern over the issue of child safety".

The Reuniting Families - Child Safety Roadshow is part of the campaign's plan to actively educate Malaysians by reaching out to them directly. Following its first Mall Activation Phase, it will proceed to other malls around the region with the aim to further spread the word about child safety in the country.

The Reuniting Families - Child Safety Campaign was launched in Kuala Lumpur in July 2011 with the support of Royal Malaysian Police, Malaysian Crime Prevention Foundation and Ministry of Women, Family and Community Development. It promotes the creation of community safety and crimes affecting the most vulnerable citizens with messages about crime, violence and the prevention of juvenile delinquency.

This initiative is part of RHB Banking Group's commitment in ensuring the well being of our children who are the nation's future leaders. We urge parents, guardians, teachers to bring your family and join RHB and Royal Malaysian Police at KSL City Mall on Saturday and Sunday for a fun filled weekend with good takeaways on safety tips for children.



## REUNITING FAMILIES – CHILD SAFETY ROADSHOW

Saturday & Sunday, 3 & 4 December 2011 (11.00 am – 8.00 pm)

Main Concourse, KSL City, Johor Bahru

3 December 2011, Saturday		4 December 2011, Sunday	
11 am – 12 noon	Talk: Violence Within Family (by Royal Malaysia Police)	11 am – 12 noon	Talk: Violence Within Family (by Royal Malaysia Police)
12 noon – 12.30 pm	Personal Safety and Self-Defense Demonstration (by KickStart Academy)	12 noon – 12.30 pm	Personal Safety and Self-Defense Demonstration (by KickStart Academy)
12.30 pm – 1 pm	Talk: Getting to Know Your Child's Mind (by Child Psychiatrists)	12.30 pm – 1 pm	Talk: Getting to Know Your Child's Mind (by Child Psychiatrists)
1 pm – 1.30 pm	Radio Cruiser (by Era FM)	1 pm – 1.30 pm	Radio Cruiser (by Hitz FM)
1.30 pm – 2 pm	Story-Telling: Adik Bijak, Adik Selamat	1.30 pm – 2 pm	Story-Telling: Adik Bijak, Adik Selamat
2 pm – 3 pm	Drawing Contest	2 pm – 3 pm	Coloring Contest
3 pm – 4 pm	Child Safety (by Royal Malaysia Police)	3.30 pm – 4 pm	Radio Cruiser (by 988 FM)
5 pm – 5.30 pm	Safety Quiz by DJ	4 pm – 5.00 pm	Child Safety (by Royal Malaysia Police)
6 pm – 6.30 pm	Kids Safety – Avoidance & Survival of Violence and Crime (by KickStart Academy)	5.30 pm – 6.00 pm	Kids Safety – Avoidance & Survival of Violence and Crime (by KickStart Academy)

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Shima Reza at 03-92802533.

### About the RHB Banking Group

The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into seven Strategic Business Groups ("SBGs"): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's Global Financial Banking Division includes commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services group in the ASEAN Region.

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