



Eight kids to get gift of smile

Store's campaign raises funds for their cleft lip and palate surgery

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FLASHING a smile comes naturally to most of us. However, this is not the case with children with cleft lip and palate, who are unable to smile normally, and this impacts on their self-esteem and confidence.

While cleft lip and palate can be surgically corrected, many parents cannot afford the cost of the surgery for their children.

For a child with this condition, the gift of smile is the best gift they could receive — and since 2003, more than 300 children have successfully undergone surgery with the help of the Ronald McDonald House Charities (RMHC) Malaysia 'Gift of Smile' campaign.

This year, at least eight more children will be able to undergo corrective surgery to restore the smile to their faces, thanks to the RM43,915.50 donated by Watsons Personal Care Stores Sdn Bhd.

The amount was raised through Watsons' six-week *Give the Gift of Smile* campaign, which was launched in November last year.

Watsons Malaysia general manager Kulvinder Biring presented a mock cheque for the amount to RMHC Malaysia president Chan Chee Chin in a ceremony held at the McDonald's outlet in Sungei Wang

Plaza, Kuala Lumpur, recently.

Kulvinder said the campaign had comprised several methods of spreading the smile, so to speak.

"The campaign's main components comprised different sub-campaigns," he said, adding that it had engaged Malaysians from all walks of life through every platform, and thanked Maxis and Hotlink as the campaign partner.

"Throughout our *Give the Gift of Smile* Campaign, customers who made a minimum purchase of RM10 at our stores were entitled to purchase exclusive Winnie The Pooh collectibles for RM9.90 each.

"For each item sold, we donated 50 sen to the RMHC Gift of Smile campaign," he said.

Chan said RMHC Malaysia was a non-profit organisation and was celebrating its 20th anniversary this year.

"We are fully dependent on private and public donations. To this end, we are grateful to Watsons for their effort to help Malaysian children with cleft lip and palate.

"Our task now is to identify children from families with household income of RM2,000 and below. The cost of the operation will be fully borne by us, including the follow-up treatment and logistics," Chan said, adding that families with income of more than RM2,000 and three or more children were also welcome to apply for the financial

assistance.

Another component of the Watsons *Give the Gift of Smile* campaign was the *Share a Smile* contest, an online photo competition that invited Malaysians to post photographs of their most amicable and infectious smiles.

The submissions were subjected to online voting for the most desirable smile.

The top three winners of the contest were Suzanne Tan, who won the grand prize; Yeoh Mei Jin, the second prize; and Intan Soraya Hassan, the third prize.

Tan, 24, from Damansara Utama, said her winning entry was a photo of her feeding a donkey when she was on holiday in Australia last year, and winning the contest was a dream come true.

Following the cheque presentation ceremony, Tan, Yeoh and Intan Soraya were ushered to the Watsons store in Sungei Wang Plaza for a shopping spree to grab any items at the outlet (except for goods behind the Pharmacy counter) within a time limit of one minute, 45 seconds, and 30 seconds respectively.

At the end of their spree, Tan walked away with goodies worth up to RM5,021.48, Yeoh with items valued at RM2,970.94, and Intan Soraya, RM2,719.83.



Precious gift: Kulvinder (right) presenting the mock cheque to Chan, in the culmination of Watson's six-week-long campaign.