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Caltex And Fox Raised 10 Times Target Fund

By: Staff Writer, Malaysia

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Malaysia - Caltex and Fox International Channels collaborated recently to highlight social efforts across the region with the new reality community show *Driving Change with Caltex*.



Hosted by Henry Golding, together with Andrea Fonseka, the show aimed to raise RM30,000 for MyKasih's 'Love My School' bursary scheme to support 50 children from lower income families in Bukit Mertajam.

The programme relied heavily on social media, executed by MEC Access, to spread the word and gain support. Up-to-the-minute updates were posted on the dedicated microsite www.drivingchangewithcaltex.com and twitter at #Caltex4Change.

"We chose Twitter over Facebook because Twitter enables more instantaneous updates which were vital to this programme," Mike Jackson, managing director at MEC Access Apac tells A+M.

Working with Penangite Fonseka, Golding raised RM309,725 for charity MyKasih Foundation, tenfold the original target.

While Prime Minister Datuk Seri Najib Tun Razak expressed support via Twitter and donated items for auction, Golding and Fonseka drummed encouragement throughout the day, enticing the public to snap up delectable goods and items on offer by local glitterati.

The duo's social media outreach recruited 20 celebrities, including artistes, beauty queens, stilt walkers and a balloon artist in a carnival-like atmosphere at Publika Mall last Sunday (7 October).

Other supporters included venue provider Publika, Ben's Independent Grocer, Carlsberg, Bisou, Chatime, Red Ribbon Days, and Mussimo Gelatomio channeling all proceeds to charity.

The sum raised was courtesy of fundraiser proceeds, international and online donations, personal contributions and a further RM20,000 by Chevron Malaysia.

MyKasih Foundation chairman and co-founder, Dr Ngau Boon Keat said, "*Driving Change with Caltex* is very meaningful to MyKasih. Caltex was the pioneer partner for the MyKasih 'Love My Neighborhood' food aid programme in December 2008 in Selayang, prior to the Foundation's very inception in April 2009. That pilot project brought about change in the way welfare can now be distributed in a cashless, efficient, secure and transparent manner."

Speaking of Caltex's involvement, Chevron policy, government & public affairs manager Mokhtar Ali Ismail said the show's aim was to create support and awareness for communities in need.

The three-minute Malaysian mission episode made its online debut on 10 October via www.drivingchangewithcaltex.com. It will also air on National Geographic Channel on 25 October and Star World on 27 October.

Golding's next stops will be in Hong Kong, Thailand, Philippines and Singapore. A cumulated 22-minute segment will broadcast on Star World come January 2013.

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