

Gift of Wisdom

DATE: 11.12.2019
TIME: 12.00PM - 4.00PM
VENUE: MANHATTAN II & I

THE annual tradition of the season of giving was held recently at Berjaya Times Square Hotel Kuala Lumpur (BTHKL) via its corporate social responsibility (CSR) event, the Gift of Knowledge. It is co-sponsored by Times Bookstore, Ty Malaysia, AiFM, The Giving Bank and Orient Snow.



KNOWLEDGE TUMBLES FROM BEYOND THE SNOWS OF CHRISTMAS



snows that carpet the entire ballroom floor, which brings the ambiance and backdrop of winter to guests and children. On the other hand, fitting the theme of knowledge, wisdom, and education, the Times Bookstore is responsible for providing a stable resource for books and other publications for the event.

The event started with a breath-taking performance from specially invited singers, including Ashley Yemurai (winner of the fourth edition of Pertandingan Nyanyian Lagu-Lagu Melayu Antarabangsa (PALMA 2018), Black GS, Man Hong (beatboxer) and Eva & Louis

Other activities include a Quiz Session, TV Fashion Show, Xmas Gift Presentation, Cake-Cutting Ceremony, and the New Year Song Sing-Along as the finale.

The general manager of BTHKL, Hugo Gerritsen, stated that "it is of the utmost importance that we corroborate Christmas as an opportunity for us to provide a powerful, empowering experience for the children through our Gift of Knowledge CSR event. This particular event serves as a platform for us to expand our resources for a charitable cause, while also serving as a way of giving back to the community and sharing our love and care with them. As always, we will strive to ensure that this year's CSR will be the best one we have ever organised with our sponsors!"

This tradition that merges the spirit of love, giving, sharing, and celebrating comes with a resplendent Christmas indulgence for 50 children from three homes – Lighthouse, Rumah Hope, and Assunta. BTHKL takes great pride and gratification in its effort to make significant contributions through series of CSR activities and events, which goes in line with the company's objective to give back to the community.

For this year's CSR, commemorating the spirit of Christmas celebration, BTHKL presented the Gift of Knowledge campaign that promotes the unparalleled value and merit of knowledge, wisdom,

and education. As such, they have come together to provide a deeply educational and rewarding experience for all the children involved. The Book Wish List will be hung on the Christmas tree at participating Times Bookstore outlets in Klang Valley for guests to purchase books for the children.

They are enormously honoured to have a collaborative effort with their esteemed partners and sponsors, AiFM, Times Bookstore, Ty Malaysia, The Giving Bank and Orient Snow, who are responsible for transforming the Manhattan Ballroom into a magical, winter celestial for one whole day. This includes artificial

