

A chance to enjoy sports

CSR programme enables needy kids to swim, bowl and play badminton

TWENTY-SEVEN children from three children's homes enjoyed a fun time playing badminton, bowling and swimming at Bukit Kiara Equestrian and Sports Club in Bukit Kiara recently.

They were from Rumah Kanak Kanak Angels, Rumah Hope and Lighthouse — all children's homes that Ireka Cares has adopted and worked with as part of their CSR programme.

The children from all three homes are invited to be part of the programme for this year.

Ireka Cares was initiated in 2010 as Ireka Corporation Berhad's flagship community engagement programme focusing on children.

The initiative allows the group to engage the communities in a focused manner and encourages all Ireka employees to participate and directly contribute to society.

Ireka Cares works to a yearly theme in accordance with the C.A.R.E.S. acronym which means the programme has focused on themes around the community, arts, recreation, environment, and in 2014/15, the spotlight is on sports.

This is a particularly special year because it is Ireka Cares' fifth and final year, so it intends to sign off

with a bang.

The programme works jointly with the company's sports club, Ireka Sports & Recreation Club and the Bukit Kiara Club to provide the children from the three homes the opportunity to bowl, play badminton and swim once a month until September 2015 when the programme ends.

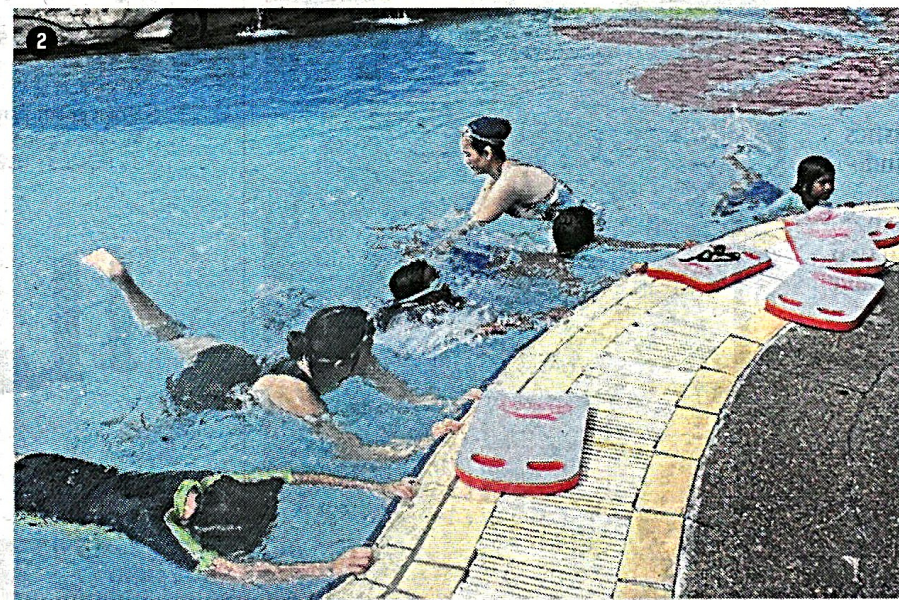
The programme will train the children who have no experience in these sports.

Either way, it is an excellent opportunity for the children to get healthy, stay healthy and just have fun doing so.

There will be a league table for the children to measure their progress against each other and set themselves goals to attain. All this will culminate towards a mini-Olympic event in September 2015 where all the children get to compete against each other in these activities.

The children enjoyed themselves very much on Saturday, participating in the three sports and they enthusiastically agreed to come back for more in a month's time.

More exciting was seeing the Ireka Cares volunteers in action, some of whom were coaching the children in the three sports.



1 Ireka Cares volunteers taking a group photo with the children at the Bukit Kiara Equestrian and Sports Club before calling it a day.

2 Ireka Cares volunteer Ela Yiek Ngeei Lan teaching children from the welfare homes who are eager to perfect their swimming skills.