



## MEDIA RELEASE

### 400 LED BALLOONS IN THE SKY BRING HOPE TO CANCER PATIENTS

*OCBC Bank joins arms with Locks of Hope Association in inaugural LED balloons festival to raise RM94,200 to manufacture wigs for cancer patients*

Petaling Jaya, 23 October 2019 – More than four hundred LED balloons lit up the skies over the Taman Jaya Park recently to ignite hope for cancer patients. The inaugural charity event, held in conjunction with the breast cancer awareness month of October, raised a total of RM94,200.



400 LED balloons lit up to raise RM94,200 to manufacture wigs for cancer patients

The first-of-its-kind fund raising event, which aimed at increasing public awareness about cancer patients and survivors was a collaborative effort between OCBC Bank (Malaysia) Berhad (OCBC Bank) and Locks of Hope Association.

To participate each person donated RM100. The funds will ultimately be used to manufacture wigs for cancer patients at Hospital Kuala Lumpur.



OCBC staff volunteers assisting to help spread awareness with the lighting of the 400 LED balloons

OCBC Bank had kick-started the fund raising effort with a donation of RM40,000.

According to Locks of Hope Association President Mr Kong Chee Mun the inaugural charity event “Ignite Hope, Send Blessings” included lighting the skies using LED balloons and lotus lamps to remind cancer patients of the ever-present light of hope.

“The cost to manufacture wigs is steep, more than RM800 each. And many don’t appreciate how important they are in a cancer patient’s journey to recovery. With so many other medical-related bills to bear, this aspect is often neglected. So, we approach OCBC Bank who were quick to catch the vision behind what we are seeking to and came in with their full support.

“We are thankful to OCBC Bank for being our partner. We are touched by the support shown by the OCBC Puchong and OCBC Subang staff who participated in the charity effort and helped with the registration and distribution of the kits including assisting to pump helium gas into the balloons,” he said.

Mr Kong added that natural wigs are more comfortable than synthetic ones; so Locks of Hope uses hair donated by the public. These are washed thoroughly and hand-knitted to ensure they are safe for use by cancer patients.

“We are delighted that so many members of the public donated their ponytails for us to produce more wigs,” he added.

Speaking for OCBC Bank, its Puchong branch Senior Manager Ms Shereen Hah Chiew Lee said OCBC has developed a close relationship with the community through both its banking services as well as community efforts.

“OCBC Bank continues to strive to be more involved in the localities in which we operate and to become even more engaged in the community, going beyond simply providing superior banking products and services to meeting the social needs of the people as well.

“In recent times we have been looking to become even more entrenched in the local community, and our involvement in this charity programme is an example of how we collaborate and engage with communities throughout the country. We are pleased to have partnered Locks of Hope to ultimately assist cancer patients and create greater awareness amongst the public,” she said.

---

### **About OCBC Bank**

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world’s most highly-rated banks, with an Aa1 rating from Moody’s. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World’s Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank’s key markets are Singapore, Malaysia, Indonesia and Greater China. It has about 560 branches and representative offices in 19 countries and regions. These include over 290 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 90 branches and offices in Mainland China, Hong Kong SAR and Macau SAR under OCBC Wing Hang.

OCBC Bank’s private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients’ goals.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit [www.ocbc.com](http://www.ocbc.com).