

# Sharing love among neighbours in Permatang Pauh

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REACHING out to more underprivileged Penangites this year, MyKasih Foundation has now launched its 'Love My Neighbourhood' programme in Permatang Pauh, Penang.

Benefitting over 130 families, the initiative will see each household receive RM80 a month for one year, credited into their MyKad, to buy essential foodstuff which have the MyKasih label.

Eligible families were vetted based on household incomes below RM1,500.

Foundation trustee Siti Khairon Shariff said each family would receive the RM80 per month for a whole year, which can be used at designated outlets such as Mydin Mall in Jalan Baru, Bukit Mertajam.

"As of now there are over 330 families including the over 130 families from today that are benefitting from the MyKasih Foundation in Penang.

"Since the inception of MyKasih in 2009, some 260,000 families have benefitted from the 'Love My Neighbourhood' and 'Love My School' programmes with RM240mil given out.

"In Penang, some 3,000 families and 240 pupils have benefitted from the programme over the years," she said in her speech during the launch of the programme at the mall recently.

Permatang Pasir assemblyman Muhammad Faiz Fadzil thanked MyKasih for choosing recipients in Permatang Pauh.

"The monthly aid will definitely ease their burden as RM80 can help cover costs of many essential rations. I urge the recipients to spend it wisely so that it helps them with their monthly household costs," he said.

Recipients also received goodie bags sponsored by the mall during the event.

MyKasih is a private non-governmental organisation funded by sponsors.



(From right) Siti Khairon with Mydin northern region director Datuk Dr Saduruddin Gulam Husen and Muhammad Faiz chatting with MyKasih recipients after the programme launch at Mydin Mall in Jalan Baru, Bukit Mertajam.

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