



# TI PROP HARMONI KOMUNITI: BLOOD DONATION CAMPAIGN UNLOCK OPPORTUNITIES FOR PERSONS WITH DISABILITIES (OKU) IN TI PROPERTIES VENDOR DEVELOPMENT PROGRAM

**27 January** - TI Properties recently conducted its annual Corporate Social Responsibility (CSR) program, TI Prop Harmoni Komuniti Blood Donation Campaign, which aims to benefit the community at large. The event took place at Elysium North Tower, Kuala Terengganu Drawbridge, in collaboration with Tabung Darah Hospital Sultanah Nur Zahirah Kuala Terengganu.

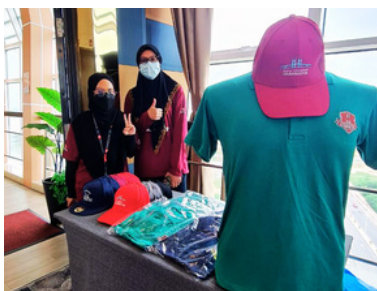
Themed "Kindness In A Pint : A Gift Of Life," the campaign's objective is to assist Tabung Darah Hospital Sultanah Nur Zahirah in securing sufficient blood supply for the hospital's needs and to raise public awareness about the importance of blood donation in ensuring an adequate supply for patients in need.

The one-day campaign was scheduled over the weekend to provide more opportunities for the community to participate in blood donation. The unique venue at Elysium Menara Utara not only offers an attractive and distinctive setting but also allows participants to enjoy breathtaking views of six different geographical landscapes from the tower.



The campaign not only provides opportunities for active blood donors but also encourages those who have not donated before, especially among the younger generation.

This step aims to involve more donors in blood donation activities, creating awareness about the importance and benefits of blood donation.



During the campaign, a total of 130 blood bags were successfully collected and recorded by Tabung Darah surpassing last year's collection of 108 bags.

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For the first time, 4 Fingers Malaysia became the main sponsor of the blood donation campaign, contributing 150 chicken packs in support of the initiative. This sponsorship symbolizes unity among the nation's people in practicing mutual assistance for collective well-being.

The blood donation program also involved the Persatuan Orang Buta Islam Wilayah Terengganu (PERTIS) as part of the company's vendor development program. This positive step not only benefits the disabled community but also reflects broader corporate social responsibility. Additionally, it supports small businesses to grow and succeed.

The vendor development program, involving a diverse range of individuals, including those with disabilities, creates new job opportunities and contributes to their overall economic growth.



The program received sponsorship from Pizza Hut, Syarikat Air Terengganu (SATU), Duyong Marina Resort (DMR), SALAM Specialist Hospital, Primula Hotel, Paya Bunga Hotel, Arca Imej Optometrists, Permai Hotel, 18th Battalion Royal Malay Regiment (Para), and Persatuan Sukarelawan Unisza (PERSIS). Every successful blood donor was eligible for a food pack and gifts contributed by sponsors to enhance the event's atmosphere.

In conclusion, we expressed gratitude to all blood donors who willingly assisted the Tabung Darah in increasing the blood supply for patients in need. We hope that this blood donation campaign will aid the Tabung Darah in meeting the required blood supply, especially in emergency situations, surgeries, or chronic disease treatments. Blood donation has the potential to save at least three lives.

