



Press Release
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**MATRIX CONCEPTS FOUNDATION CELEBRATE CHINESE NEW YEAR
JOY WITH ELDERLY HOMES**

SEREMBAN 30 JANUARY 2024 – Matrix Concepts Foundation, an organization under the Matrix Concepts Group is dedicated to community enrichment, celebrating Chinese New Year as part of the company CSR activities during this auspicious season.

Matrix Concepts Foundations recognizes the importance of extending these blessings to those in need, representing the true essence of the festive by celebrating it with 18 elderly residents aged between 52 till 88 years old from Persatuan Kebajikan Warga Usia Emas Tong Sim Seremban today.

According to the Advisor of Matrix Concepts Foundation, Datin Seri Yong Chow Lian, as Matrix Concepts Foundation ushering the Chinese New Year which is also known as the Spring Festival, it is a time of renewal and celebration, symbolizing hope, prosperity and unity to everyone.

"It is heart-breaking to see many elderly people in Malaysia being left alone at certain age where they should be cherished and taken care. We hope that we can bring some cheer to these eighteen residents in this home as they are without family or have been left alone to fend for themselves", she said during the celebration of Chinese New Year gathering here.

Meanwhile, Chairman of Matrix Concepts Foundation, Dato' Noordin Bin Mohd Yatib mentioned the Foundation believes in the importance of giving back to the community.

"As we welcome the Year of the dragon, we are honored to embrace the spirit of giving back to our community and providing comfort and companionship to our elderly friends during the Chinese New Year festivities. The celebration of Chinese New Year at the elderly care home is a testament to the foundation's commitment to spread love, compassion and joy," he said during the event.



He also mentioned Matrix Concepts Foundation's commitment to social responsibility extends beyond business success; it is deeply rooted in the ethos of the company and will continue to support various communities and the needy.

Matrix Concepts Foundation contributed RM3,000.00 to the home and mandarin oranges to each of the residents and volunteers today. The Foundation also contributed six ceiling fans and together with the volunteers to replace the fans for the residents in the home.

Persatuan Kebajikan Warga Usia Emas Tong Sim Seremban was established in 2006, its mission is to take care of those aged 60 and above which are the homeless and without family members.

For more information, visit Matrix Concepts website www.mchb.com.my for more information.

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For media enquiries, kindly contact:

Anthea Yap

Manager, Corporate Communication & Public Relations

Phone Number : +06 – 764 2688

Email Address : anthea.yap@mchb.com.my

Teh Derwoei

Executive, Corporate Communications and Public Relations

Mobile Number : +6 017 – 606 7455

Email Address : derwoei.teh@mchb.com.my