

## PRESS RELEASE

### For Immediate Release

## MERCY MALAYSIA TO HOLD 16<sup>TH</sup> ANNUAL FUNDRAISING DINNER 2015 “Planning for Tomorrow, Today” to promote disaster preparedness

**Kuala Lumpur, 1<sup>st</sup> October 2015** – MERCY Malaysia will be holding its Annual Fundraising Dinner on 16<sup>th</sup> October 2015 at the Sheraton Imperial Hotel, Kuala Lumpur to raise funds for its humanitarian efforts. Coinciding with the International Day for Disaster Reduction on 13<sup>th</sup> October, this year’s theme of “Planning for Tomorrow, Today” advocates the importance of disaster preparedness.

In continuing the theme of the fundraising dinner, MERCY Malaysia is also collaborating with various government agencies such as the Malaysia Civil Defence Department, Ministry of Health Malaysia, Ministry of Communications and Multimedia Malaysia, and the Fire and Rescue Department of Malaysia on a National Preparedness Campaign which will be launched this month. Disaster preparedness activities for both children and adults have been planned for the campaign, and these activities will be carried out in disaster-prone locations first in light of the imminent monsoon season.

Disaster preparedness is the process of ensuring that a disaster-prone area has complied with the preventive measures and is in a state of readiness to contain the effects of a forecasted disastrous event to minimize loss of life, injury, and damage to property. It also affirms that the area can provide rescue, relief, rehabilitation, and other services in the aftermath of the disaster and has the capability and resources to continue to sustain its essential functions without being overwhelmed by the demand placed on them.

“Although emergency relief is necessary in the aftermath of a disaster, there is more that needs to be done to increase the disaster preparedness capacity in Malaysia. We want to raise awareness on the importance of disaster preparedness and carry out more disaster risk reduction programmes across the nation. By being prepared, not only can we build a safer nation, we can also build more resilient communities that are able to meet the challenges that these disasters may bring,” said YM Raja Riza Shazmin Raja Badrul Shah, MERCY Malaysia’s Honorary Secretary.

MERCY Malaysia’s fundraising dinner will be graced by HRH Sultan Nazrin Muizzuddin Shah and HRH Tuanku Zara Salim of the State of Perak and promises to be an enjoyable evening with a scrumptious dinner, lucky draws with amazing prizes, and entertaining performances by local artistes such as Jaclyn Victor and Attilia. Deborah Henry and Hunny Madu will be co-emceeing for the night.

YM Raja Riza Shazmin said, “We are truly grateful for the support and generosity we have received over the years in our efforts to provide humanitarian aid to those in need. It is our hope to receive the public’s continued support in helping us promote disaster preparedness and build a safer Malaysia together by either purchasing a table at the dinner or donating to MERCY Malaysia.”



Tables for MERCY Malaysia's Annual Fundraising Dinner 2015 are priced from RM5,000 to RM50,000. Reservations can be made by emailing [rsvp@mercy.org.my](mailto:rsvp@mercy.org.my) or contacting Ms Suhaili Hassan/Ms Norimalina Kamarudin at 03-2142 2007 ext 252/253.

Additionally, members of the public who wish to donate to MERCY Malaysia's General Humanitarian Fund with a minimum of RM10 can do so through these bank accounts :

1. MERCY Humanitarian Fund (Maybank)  
MBB 5621 7950 4126

2. MERCY Malaysia (CIMB Bank)  
CIMB 8000-7929-08

For more information, please visit [www.mercy.org.my](http://www.mercy.org.my).

**Issued by Weber Shandwick\* on behalf of MERCY Malaysia.**

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\*MERCY Malaysia is grateful for the pro-bono public relations services provided by Weber Shandwick Malaysia.

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#### **About MERCY Malaysia**

MERCY Malaysia is a non-profit organisation focusing on providing medical relief, sustainable health-related development and risk reduction activities for vulnerable communities in both crisis and non-crisis situations. MERCY Malaysia recognises the value of working with partners and volunteers as well as providing opportunities for individuals to serve with professionalism. We uphold the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief and hold ourselves accountable to our donors and beneficiaries. As a non-profit organisation, MERCY Malaysia relies solely on funding and donations from organisations and generous individuals to continue our services to provide humanitarian assistance to our beneficiaries. For more information, please visit [www.mercy.org.my](http://www.mercy.org.my).

#### **How is MERCY Malaysia funded?**

To ensure independence and impartiality, MERCY Malaysia relies on donations from the general public for financial support. A portion of our income is obtained from institutional donors, individual government grants and other international organizations, which are given on project basis. MERCY Malaysia spends 80% of its income in carrying out its relief operations and support.

#### **Important Note to Media: Usage of Wordmark MERCY Malaysia**

In order to avoid confusion with other organisation(s) that uses "Mercy" as the organisation's name or part of the organisation's name, please take note that in addressing the name of our organisation, the wordmark for MERCY Malaysia is with capitalised "MERCY", followed by the word "Malaysia". When describing the organisation, the term "MERCY Malaysia" must always be used in full, and should not be partially referred to as "MERCY", or "Mercy". Thank you for your cooperation.

