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Saturday November 24, 2007

Christmas charity campaign launched

By **ESTHER CHANDRAN**

THE lobby of Parkroyal Kuala Lumpur lit up with the melodic voices of The Operafest Children's Choir as they welcomed the season of giving with open arms.

The children sang Christmas tunes like March of the Kings, Joy to the World, God Rest Ye Merry Gentlemen, Away in a Manger and We Three Kings at the launch of the 'Catchy Christmas charity campaign and Christmas tree light up' at the hotel on Tuesday, witnessed by guests and staff.



Charming: The Operafest Children's Choir artistic director Kam Sun-Yoke guiding the choir as they perform at the launch of the Catchy Christmas Charity campaign.

The Catchy Christmas charity campaign is the hotel's initiative in giving back to the community.

This particular campaign in-cludes an art exhibition at the lobby and lower lobby featuring a group of Naïve art paintings.

There are 170 paintings by five artists – Dhyana Low, Jaja Yusof, Long Fei and Liang Pei Long on display for sale.

General manager Eddie Tan said in line with Parkroyal Hotels and Resorts' Core Value social responsibility commitment, the hotel recognises the importance of being involved with the community and in organising charity events.

"The Catchy Christmas campaign runs from now till Jan 7 and the hotel aims to collect a minimum of RM50,000 via donations from the sale of t-shirts, postcards and paintings," he said.

For a minimum donation of RM100, donors will get a limited edition colourful printed t-shirt embossed with a painting from Naïve Arts artist – Jaja Yusof.

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A good buy: Paintings by Jaja Yusof on sale at the Catchy Christmas Charity Campaign at Parkroyal Kuala Lumpur.

For a minimum donation of RM30, donors get a specially printed series of three postcards with Naïve paintings of cats.

Funds collected from the project will be channelled to The Operafest Children's Choir and Freedom and Fun for Kids Association of Kuala Lumpur.

Also present at the event were celebrities Elaine Kang, Daphne Iking, Hannah Tan, Maria Farida, Christien New and his wife Lavin Seow.

A giant painting by artists of Gajah Gallery will be sold to the highest bidder during the festive period.

Later the celebrities put the finishing touches to the painting by dabbing some paint on the canvas.

The Operafest Children's Choir was represented by artistic director Kam Sun-Yoke while Freedom and Fun for Kids Association was represented by its founder Richard Monaghan.

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