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Byline : By Nuradzimmah Daim

Text :

DO your bit for charity and support the arts through Parkroyal Kuala Lumpur's Catchy Christmas charity campaign.

This year, the hotel's charity drive focuses on the arts, using paintings, postcards and T-shirts designed by artists through naive art (characterised by a childlike simplicity).

At the campaign's launch yesterday, Parkroyal general manager Eddie Tan said the hotel aims to collect at least RM50,000.

"The proceeds will be channelled to Operafest Children's Choir and Freedom and Fun for Kids Association of Kuala Lumpur.

"For a minimum donation of RM100, donors will get a colourful printed T-shirt by Jaja Yusof. With a minimum donation of RM30, donors will get three specially printed postcards," he said.

Tan said the campaign also includes an art exhibition at the hotel by naive art painters Dhyana Low, Jaja Yusof, Long Fei and Liang Pei Long.

"Between 20 and 50 per cent of the sales will go to the project." The campaign will run until Jan 7.

Also present at the launch were Operafest Children's Choir music director Kam Sun Yoke, Freedom and Fun for Kids Association of Kuala Lumpur founder Richard Monaghan and celebrities Daphne Iking, Hannah Tan, Maria Farida, Christien New and Lavin Seow.

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