



15 AUG, 2019

Inspiring children through unity in sports

New Sabah Times English (KK), Malaysia

Inspiring children through unity in sports

PETALING JAYA: In conjunction with the August school holidays and Hari Kebangsaan, WCT KIDSS, a community sports development programme sponsored by WCT Holdings Berhad launched the fifth edition of its corporate social responsibility initiative yesterday.

The five-day free basketball programme will end on Aug 18, at Level UG, Paradigm Mall Petaling Jaya for local school children aged between 9 to 12 years' old.

The primary objective of the programme is to inculcate the spirit of teamwork, unity, sportsmanship and fair play amongst children at the grassroots level through sports. Participants include 30 young aspiring cagers residing in the surrounding communities and 10 children from Yayasan Sunbeams Home.

These children will undergo a four-day training programme and one-day friendly 3-on-3 tournament under the guidance of nationally qualified and recognised sports coaches from All Star Basketball Academy.

Lo Wei Teing, Senior Manager - Corporate Affairs of WCT Holdings Berhad said: "We are proud of WCT KIDSS and the progress it has made since its debut in June 2013. The programme was cultivated to give aspiring young athletes an avenue to showcase their passion and skills; while also providing them with a platform to further harness their talent. As an organisation, we are committed in contributing to the development of the local communities; organising these programmes is our way of giving back to the society that have supported us."

The children will be exposed to the fundamentals of the game such as ball handling, lay-up, dribbling and shooting drills. Apart from learning the basic basketball skills, the participants will also be given motivational talks by the coaches.

To further enhance the training programme for the children, WCT KIDSS is honoured to have the support of Westports Malaysia Dragons, Malaysia's premier basketball team in the ASEAN Basketball League. The players will make an appearance at Paradigm Mall Petaling Jaya on Aug 17 to conduct an exclusive basketball clinic for the WCT KIDSS participants and engage in fun basketball challenges with the shoppers.

Lo added: "As Tunku Abdul Rahman once said: 'We are all Malaysians. This is the bond that unites us. Let us always remember that unity is our fundamental strength as a people and as a nation.' Taking inspiration from this thought, we are using sport as a unifying tool that fosters national integration among people of different cultural background, or religious beliefs. To further amplify conversations on the importance of unity, we are partnering with Projek57, a social enterprise committed towards nurturing national unity in Malaysia. We hope to drive the message on the importance of unity that begins and grows from the grassroots level through this partnership."

Syed Sadiq Albar and Collin Swee, co-founders of Projek57 said: "We are honoured to collaborate with WCT KIDSS as we have a shared vision of building unity and hope in Malaysia. Through our initiatives, we aspire for the youth to spread the spirit of patriotism, unity and understanding one another in creating a better Malaysia."

Projek57 is organising a Unity Workshop that will encourage the WCT KIDSS participants to express their perspective on unity as well as test their knowledge on Malaysian history and culture. The social enterprise will also be selling T-shirts, 'Unity Ribbons' and other merchandises during the programme, displaying fresh and relevant home-grown designs with positive and meaningful messages about Malaysia. All profits from the sale of the Unity Ribbons and RM5 from the sale of each T-shirt will be contributed towards the Orang Asli empowerment.

WCT KIDSS 2019 is supported by Good Times DIY & Lifestyle Café, Li-Ning Malaysia, Paradigm Mall Petaling Jaya and Suu Balm. - PR



15 AUG, 2019

Inspiring children through unity in sports

New Sabah Times English (KK), Malaysia

SUMMARIES

PETALING JAYA: n cor*r>cnor with the August school noSdays and Hari