



News Release
For Immediate Publication

NIPPON PAINT RAISED RM395,206 FOR 170 UNDERPRIVILEGED CHILDREN

Nippon Paint to extend Colourful Dreams to East Malaysia

Kuala Lumpur, 22nd September 2015 – Malaysia’s No. 1 total coating solutions provider, Nippon Paint Malaysia (“Nippon Paint”) announced recently that it has raised RM395,206 from the sales of 182 art pieces sold at the Colourful Dreams “Art by Children, For Children” Exhibition held at the end of last year, surpassing its initial target of RM360,000.

As an extension of Nippon Paint’s flagship social corporate responsibility (CSR) programme Colourful Dreams, the Colourful Dreams “**Art by Children, For Children**” Exhibition was organised in collaboration with Yayasan Generasi Gemilang (YGG) to nurture and showcase the children’s creativity, build greater confidence and encourage self-expression through art . The paintings were developed by children from 3 shelter homes - Rumah Kasih Harmoni, Rumah Juara and Gulpuri Foundation, mentored by a group of artist on a voluntary basis for over a span of 5 months.

The funds raised will be directly channelled to 170 children from the 3 homes as a form of start-up fund for them when they are no longer eligible to stay at the children’s home at the age of 18. 80% of the funds will be managed and invested through a trust fund which will then be disbursed to the individual while the remaining 20% will be allocated for the three homes.

“When Nippon Paint first launched Colourful Dreams in 2013, we could never have imagined we could touch this many lives. The programme was designed to address two

key elements: the physical environment, through a makeover for the home to create a safe and conducive environment, and to help provide support for their self-developmental needs. We then further extended our CSR programme with the creation of the Colourful Dreams “Art by Children, For Children” Exhibition to empower these children to raise their own fund. I am pleased that the children managed to raise RM395,206 through their own effort and creativity,” said Gladys Goh, Group General Manager of Nippon Paint Malaysia Group.

As part of the ceremony at Nippon Paint Malaysia’s headquarters, 77 children from Rumah Kasih Harmoni were treated to a special in-house activity. They had the opportunity to learn how to make their own paint, bringing home their creations as souvenir. A session on career advice and pathing were also conducted for the older children, while the younger ones enjoyed fun games with Nippon Paint Malaysia’s Management Associates.

“The experience of producing their work which was then displayed for the public had a great impact on the children. On top of acquiring a new skill, it provided them an opportunity to creatively express themselves in a whole new manner. Through the exhibition, they can also feel a sense of self-worth, especially the idea that their work had value,” said Teri Choong, Head of Strategic Alliance of Yayasan Generasi Gemilang.

Launched in June 2013, Colourful Dreams is Nippon Paint Malaysia’ CSR arm which aims to “Create Joy for Today, Hope for Tomorrow” through sustainable programmes and activities. Nippon Paint’s efforts incorporate art and creativity as one of the programme’s main tools to address both physical environment and self-developmental needs of children in shelter homes. To date, Colourful Dreams have impacted more than 400 children in seven homes.

In addition to the Colourful Dreams “Art by Children, For Children” Exhibition, Nippon Paint also champions other CSR programmes including “Colourful Reads” where employees were given time off on alternate Fridays to mentor and coach children from orphanages. Furthermore, Nippon Paint also runs creativity workshops and has set up Art Corners in schools through its “Colourful Picasso” programme.

“CSR forms an integral part of Nippon Paint’s DNA. We will continue to inspire and champion the spirit of giving back to the community, by nurturing creative minds, building their self-esteem and further encouraging young minds to reach beyond their potentials. In fact, we’re now ready to take on next phase of Colourful Dreams, by expanding it to East Malaysia, beginning with Sabah,” said Goh.

Marking its first CSR footprint in East Malaysia, Nippon Paint will be organising a three-day Teacher's Training Workshop in Sabah to train and equip 50 rural pre-school teachers with creative skills to effectively connect and educate their students in the villages using arts and crafts.

This initiative will then culminate in the Colourful Dreams Camp in December, which will gather toddlers from the schools in Sabah whose teachers have been trained earlier, providing an opportunity for Nippon Paint to further engage with the children and guide them on honing their creativity and sharing value-based teachings with them.

“Our Colourful Dreams initiative in Sabah is a long-term commitment by Nippon Paint to continually nurture and spark creativity among the young children. We firmly believe that art helps to improve a child’s confidence and self-esteem, by kindling their imagination and adding a little more colour to their dreams, just a little help from us can spark big dreams in a child,” concluded Goh.

For more information on Colourful Dreams, please visit www.colourfuldreams.com.my

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2015) and Putra Brand Awards (2010-2015), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

Website: www.nipponpaint.com.my

Facebook: www.facebook.com/nipponpaintblobbies

YouTube: www.youtube.com/NipponPaintMalaysia

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About Yayasan Generasi Gemilang

GENERASI GEMILANG (GG) is a foundation committed to building a strong nation by raising an exemplary next-generation and strengthening families. Believing that Love transforms lives, our work inspires hope in people, empowering them to live life to their fullest potential. These people include children, youth & families, from children homes, schools & underserved communities.

Formerly known as Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor, a registered society since March 2010, GG was incorporated as a foundation in December 2014. Governed by a Board of Trustees, GG is based in the Klang Valley and conducts services throughout Malaysia.

For more information on Yayasan Paint Malaysia:

Website: www.generasigemilang.com

Facebook: www.facebook.com/GenGemilang.org

YouTube: www.youtube.com/genGemilang

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