

AXA Hearts in Action Risk Research & Education 'Grow Your Own Tree'

In conjunction with the Corporate Responsibility Week, AXA Affin General Insurance (AXA Affin GI) organised its annual community program, AXA Hearts in Action on 15 June 2013 at the Forest Research Institute Malaysia (FRIM).

30 volunteers from AXA Affin GI, together with 60 children from Rumah Amal Limpahan Kasih, Rumah Anak Yatim Belaian Kasih, Rumah Charis and Tara Bhavan Children's Home participated in The Risk Research & Education "Grow Your Own Tree" activity.

Present at the event were Emmanuel Nivet, Chief Executive Officer of AXA Affin GI, Rebecca Tan, Executive Vice President and Head of Bancassurance, Marketing and Communications and Aisah Bevi Abdul Rahman, Senior Vice President of Corporate Affairs and Corporate Responsibility Officer of AXA Affin GI.

"This year, we decided to carry out an activity that is specifically related to the environment. We really hope that everyone benefited from the program and are now more aware of the importance of preserving mother nature," commented Emmanuel.

"Briefing by the officers from the Forest Research Institute of Malaysia on the benefits and techniques of planting trees helped enhance their knowledge," Aisah added on.

In 2011, AXA Affin GI conducted Financial Literacy program to over 90 children from Yayasan Sunbeams, Rumah Titian Kaseh and Tara Bhavan Children's Home, where they were taught the value of money as well as developing good spending habits.

Last year, in collaboration with Yoshinkan Aikido Malaysia, AXA Affin GI organized a workshop on self defense for the same group of children exposing them to some basic techniques on self defense.

About AXA Hearts in Action

As a responsible corporate citizen, AXA's commitment includes volunteer work, carried out through the AXA Hearts in Action international solidarity organization for 20 years. In 2011, over 20,000 employees volunteered in over 1,000 charity projects around the world.

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad is one of the leading general insurance companies in Malaysia, providing protection solutions to individuals and businesses. We employ about 700 people in 21 offices all over Malaysia, and services more than 300,000 customers through nearly 3000 agents. With over 130 years of experience in Malaysia, we have expertise in personal, business and health insurances.

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