

## **MEDIA RELEASE**

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### **Giftng with a purpose with Ribbon Giftng**

*Team Ribbon is giving back to underprivileged children at The Salvation Army Ipoh, and here is how you can help.*

With the festive season just around the corner, the team at Ribbon Giftng wanted to do something meaningful. They believe that the best part of giftng, after all, is about keeping people at heart.

Ribbon founder, Darren Lee, looked back in time and knew what the team needed to do this Christmas. Back in high school, he volunteered at The Salvation Army Ipoh and the experience taught him the importance of spreading cheer. So, this year on his birthday, Darren reconnected with the home and bought the children McDonald's. He then continued to keep in touch with the caretaker, Auntie Swee Choo - this is how Darren learned that due to the pandemic this year, no corporate companies had reached out to buy gifts for the children at the home.

#### **The importance of Christmas cheer**

Major Chelvey Thangavelu, Social & Community Services Officer of The Salvation Army Ipoh, shared the importance of Christmas at the home and how the children would always look forward to receiving and unwrapping their gifts every year. As a former resident of The Salvation Army Ipoh herself, Major Thangavelu and her team began to work on an initiative to put a smile on the children's faces as most of them come from broken homes and were put here to receive better education and have an overall better environment.

Ribbon Giftng has always been about the spirit of giftng, especially to underprivileged communities. So, the team immediately began to work together with the home to get the childrens' wishlist for Christmas.

#### **The Salvation Army Wishlist & Ribbon marketplace**

Here is how shoppers can give back. Anyone on the marketplace can make a child's wish come through in three simple steps.

Step 1: Click on the virtual Christmas tree - each ornament is a gift for each child.

Step 2: Follow the prompt to purchase your gift with a purpose.

Step 3: Now, leave it to the Christmas elves at team Ribbon to deliver the gifts! Be sure to follow their Instagram @theribbonandco for updates.

Shoppers can buy gifts for the 48 children at <https://ribbon.com.my/kids-wishlist/>. If all the gifts have been purchased, be sure to donate directly to The Salvation Army via their Christmas Kettling Online Donation site: <https://salvationarmy.give.asia/campaign/christmas-kettling-2021-6488#/> as there are other centres and community projects that still require help in the midst of the pandemic.

For more updates on the “Gift With A Reason” initiative, and their upcoming Christmas marketplace, surf over to their website <https://ribbon.com.my> or contact the founder, Darren Lee at [darrenlee@ribbon.com.my](mailto:darrenlee@ribbon.com.my) or +60 12-791 7995.