

PHOTOS: JAMES KON

The signing of the Letter of Understanding for BIBD's charity expedition

Four companies sign LoU for BIBD Charity Expedition for ALAF

| James Kon |

BANK Islam Brunei Darussalam (BIBD) yesterday received a huge boost to its Corporate Social Responsibility efforts because of the Charity Expedition for ALAF, after receiving generous donations and sponsorships from four companies who inked a Letter of Understanding (LoU).

The Letter of Understanding signing ceremony was held yesterday between Fajr Capital, Silverlake, Syarikat Takaful Brunei Darussalam Sdn Bhd, Royal Brunei Airlines (RBA) and BIBD.

Under the LoU, Fajr Capital becomes the platinum sponsor for the charity expedition, while Silverlake and Syarikat Takaful Brunei Darussalam Sdn Bhd are the silver sponsors. RBA, meanwhile, is supporting the charity expedition by sponsoring the airfare packages to Melbourne, Hong Kong as well as Singapore for the 21km winners.

Signing on behalf of BIBD was its Chief Financial Officer, Hjh Noraini binti Hj Sulaiman, while Fajr Capital was represented by Gyorgy Ladics, BIBD's Chief Operating Officer. Eugene Chai, Vice President of Silverlake, signed the LoU for Silverlake, while Syarikat Takaful Brunei Darussalam Sdn Bhd was represented at the signing by its Acting Managing Director, Hjh Fa'aizah binti Pehin Orang Kaya Saiful Mulok Dato Seri Paduka Awg Hj Abidin. Signing the LoU on behalf of RBA was Azhani binti Abu Daniel, Head of Corporate Communications.

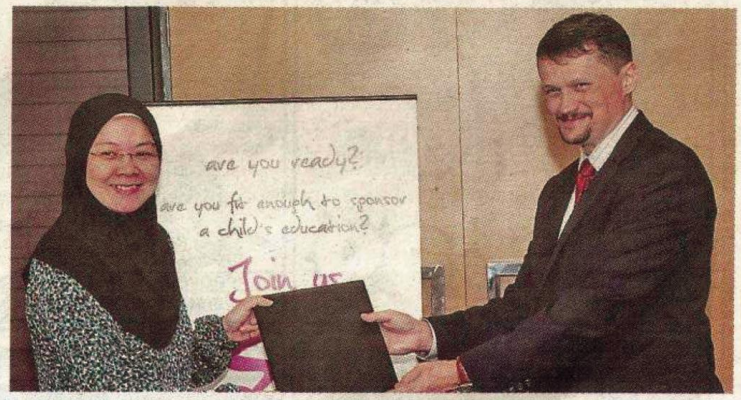
This Sunday, October 14, some 5,000 participants are expected to flock to the Hassanal Bolkiah National Stadium for BIBD's fundraising event of the year, the Charity Expedition for ALAF.

The charity drive is the first of its kind in that local runners and cyclists are given the opportunity to play a major role in helping underprivileged children to stay in school.

The ALAF programme, which stands for "Advocating Lifelong Learning for an Aspiring Future" is BIBD's corporate and social responsibility initiative that seeks to support the nation's aspiration to build well-educated and skilled human resources by providing opportunities of educational progression to underprivileged children.

The charity expedition which carries the tagline "One Step, One Pedal, One Education" will consist of running and cycling events, as well as a charity bazaar. The event will feature five different sporting events, namely the 2.5km fun run, 5km fun run, 10km run, 21km half-marathon and a 53km cycling expedition.

The 10km run and the 21km half marathon are competitive races, and the winners will receive travel packages to Melbourne, Hong Kong, Singapore, Kuala Lumpur or Kota Kinabalu. The podium finishers will walk away with exclusive T-shirts with medals.



Hjh Noraini binti Hj Sulaiman, Chief Financial Officer of BIBD, exchanging the signed LoU documents with Fajr Capital's Gyorgy Ladics



Silverlake's Eugene Chai (R) receiving the signed LoU document

