



**For Immediate Release – 12 December 2013**

## **The Sun Rises on the Fourth International iM4U Outreach Centre**



**Tokyo, Thursday** – Hot at the heels of the establishment of the iM4U Outreach Centre Jakarta, the team is in wintry Tokyo for the launch of the fourth international iM4U Outreach Centre. With the close of the Year of Volunteerism and the recently completed simultaneous nationwide programme to celebrate International Volunteers Day 2013, iM4U is not slowing down its momentum to spread the values of volunteerism to Malaysian youth.

The Chairman of iM4U, YAB Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak, Prime Minister of Malaysia officially launched the iM4U Outreach Centre Japan in a simple ceremony. He signed the official launch plaque as well as presented the new Outreach Centre with a mock cheque for ¥320,000 equivalent to RM10,000.00. Mohd Khairul Qayyum Bin Mohd Katman, President of MSAJ (Kanto Division) received the cheque on behalf of the new centre. The Chairman also expressed his regret at not being able to attend the Malaysian Night event planned for later in the week.

Anchoring the movement is the Malaysian Student's Association Japan (MSAJ) with a membership of about 1,200 over 5 divisions throughout Japan. Efnv Johan, Director Brand Management Group iM4U commended the new outreach centre's pro-activeness as MSAJ had already planned 4 volunteer activities prior to its official launch.

The teams have been working closely together since August this year with MSAJ already having executed two volunteer programmes under the Sports and Community Service Pillars and another two on the way – iM4U Gift Pack & Project Kazoku for Malaysian Night.

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Earlier in the day, the MSAJ iM4U Outreach Centre Japan team commenced the iM4U Gift Pack project where the volunteers prepared packs to be distributed to the audience at the Christmas Concert for Handicapped Children and Music Lovers organized by the Shinjuku Foundation for the Creation of Future. The MSAJ iM4U Outreach Centre Japan volunteers will also be on duty during the concert to be held on Saturday 14 December where they will be assisting about 80 disabled children. Their duties include ushering, assisting the children to the restroom and other general duties.

In addition, MSAJ is bringing its members together under “Project Kazoku” to collectively organise the “Malaysian Night” event themed “for Malaysians by Malaysians”. *Kazoku* means family in Japanese and the project aims to harness the volunteers’ – our Malaysian family in Japan - energy and creativity to organise a fun filled event where they can better introduce the iM4U movement to its members.

Also present at the function was iM4U Board of Trustees member Y.B. Dato’ Haji Irmohizam bin Ibrahim who expressed iM4U’s delight to be able to engage with the Malaysian youth in Japan. Although MSAJ have not been actively organizing volunteer activities before this, he said the enthusiasm shown by students in putting the DRe1M fund grant to use indicates that the volunteer spirit was strong among our youth there. This augurs well for iM4U’s contribution to the development of Malaysia’s human capital.

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### **BACKGROUND**

iM4U (1Malaysia For Youth) funds youth volunteerism and social activism via the DRe1M Fund creating a platform for Malaysian youth to carry out volunteer and nation building activities that can benefit communities and social groups. The Dana Sukarelawan 1Malaysia (DRe1M Fund) was started to help Malaysian youth realise their dreams and inspire them to make a difference to the country. It's our commitment towards supporting youth volunteerism. With an initial fund of RM130 million, DRe1M is available to eligible individuals, not-for-profit, non-government organisations and uniformed-bodies.

The 5 categories of projects supported by iM4U are:

- **Youth Development**, to realise the potential of Malaysian youth (e.g. feel-good activities)
- **Social Enterprise**, entrepreneurial activities to achieve a social purpose (e.g. business in aid of a cause)
- **Community Service**, to serve the community and embrace harmony (e.g. "gotong-royong", sprucing up villages)
- **Sports** to instil team spirit and build stamina (e.g. youth marathon, youth futsal)
- **Arts, Culture & Innovation**, as a source of inspiration for Malaysian youth (e.g. musicals, dramas and theatre shows for the youth)