



**PERTUBUHAN PUSAT WARGA EMAS HATI KASIH  
KUALA LUMPUR DAN SELANGOR**

(ROS No. PPM-005-14-26022019)

# Pink Heart Care Centre

(HOME FOR THE ELDERLY)

## PRESS RELEASE

### **MISS MALAYSIA TOURISM QUEENS SETTING UP ITS OWN PINK HEART CARE CENTRE (HOME FOR THE ELDERLY)**

The Miss Malaysia Tourism Pageant was initiated in 1990 by Tan Sri Datuk Danny Ooi with the main purpose of promoting Tourism, Culture and Friendship.

The event also showed the caring side of the delegates through their participation in charity projects. Until 2018, 108 Miss Malaysia queens have been crowned.

As part of the CSR programme, under the guidance of Tan Sri Datuk Danny Ooi, this group of Miss Malaysia queens has been participating in a Charity project called "Loving Sunday", which started in 2014.

Every last Sunday of the month, a group of Miss Malaysia queens will take turns to visit Charitable Homes (Orphanages or Old Folks), bringing cheers and joy to the less fortunate.

After 5 years of providing this noble and selfless service to the needy and underprivileged, the group of Miss Malaysia queens felt it was time to set up their own Centre for the Old Folks, to be named "Pink Heart Care Centre" (Home for the Elderly).

And it's with this intention that the **MISS MALAYSIA CHARITY NIGHT 2019** will be held at the Grand Ballroom of Berjaya Times Square Hotel, Kuala Lumpur, on April 3, 2019 (Time: 7.30pm).

On that evening, 25 Miss Malaysia queens will be showcasing their talents in song-and-dance performances as well as skits in a 90-minute-long variety show to raise a targeted RM500,000 for the Pink Heart Care Centre.

For a start, the centre - expected to be operational in June 2019 - will house 20 Old Folks (65 years & above) whom are without any next of kin or dependents. Selection of the residents will go through the thorough assessment of the Miss Malaysia queens managing the Centre.

The Pink Heart Care Centre (PHCC) is a non-profit organisation, which will offer free lodging and food for all its residents.

The PHCC will be guided by the Rules and Regulations under the Registrar of Societies (ROS), and will be professionally managed by the group of Miss Malaysia queens led by its Founder, Tan Sri Datuk Danny Ooi.

## **MANAGED BY:**

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The initial set-up of the first Pink Heart Care Centre will be a 2-storey corner lot terrace house in the Klang Valley.

The estimated budget to run the PHCC, with 20 residents, 1 Supervisor and 3 local stay-in Caretakers, Rental, F & B, Transport, Electricity, etc, is in the region of RM35,000.00 per month.

The centre welcomes contributions, in cash or kind, from members of the public. Cheque donations to be made payable to **PINK HEART CARE CENTRE** or online donation to RHB Bank Berhad, Account No.

For more information, please contact Ms Tan @ 012 339 6133.