



Paramount renews commitment to 'Building Hope' through books

building
hope

Empowering kids for a brighter future

Paramount recognizes that having basic skills such as reading and writing can significantly impact a child's life, creating more opportunities and increasing their chances of success in life. As such, after 2022's Building Hope Book Donation campaign, Paramount decided to run it again in December 2023 in conjunction with Christmas, with non-profit partner MyReaders*.

"In the spirit of giving, we set out to celebrate the festivities while doing something meaningful at the same time. This year, we are happy to be able to continue our partnership with MyReaders to spread the joy of reading to kids especially those with restricted access to books in their community," said Paramount Property Brand Manager, Yvonne Khoo.



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Building Hope

This Christmas,
Join us in giving the gift of inspiration to kids all around Malaysia.
Together with MyReaders, we invite you to join us in lighting a child's future through #BuildingHope by donating books.

Step 1:
Make more the books you wish to donate are meant for children age 12 and below.

Step 2:
Drop the books into the #BuildingHope donation boxes.

Step 3:
If you wish to donate MyReaders specially customized storybooks to help improve children literacy too, please proceed to the counter for your donation.

Step 4:
Help us spread the word by following us and tagging us on social media! The wider the awareness, the more lives we can light up!

Follow us on @ParamountPropertyMalaysia on Facebook and @paramountpropertymy on Instagram for more!

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Yvonne (right) handing over some books to Cikgu Syaheerah from SK Pos Legap together with Tay (left)

“This is our second year partnering with Paramount Property on the ‘Building Hope’ Campaign to collect storybooks for under-resourced communities. We are very appreciative of the effort that goes into the campaign which creates awareness about the needs of these communities, while educating the public about the importance of giving back to society. Most these books went to school libraries for the Orang Asli communities, as well as refugee centres and the students are now able to expand their reading abilities from a variety of storybooks. We are thankful for Paramount Property's generosity and continuous efforts to make meaningful impact in the lives of these children,” said MyReaders Co-founder and HR & Finance Director, Tay Sue Yen.

To facilitate the donations from the public, Book Donation Corners were set up across all Paramount Property sales galleries, Co-labs Coworking spaces and Utropolis Marketplace.

At the end of this campaign, over 700 books were collected and donated to MyReaders. These were distributed to six schools and charity organisations benefiting a reach of over 1,300 children. In comparison, 600 books were collected in 2022. In total, over 1,300 books have been collected from this campaign over past two years, impacting a potential of over 2,700 children.

*MyReaders provide sustainable reading programmes and develop effective and relevant resources with the aspiration that every child will be able to read. Across Malaysia, they have programmes running in 136 schools and 47 communities. MyReaders is registered as a society with the Registrar of Society Malaysia as Persatuan Literasi Anak Malaysia since the 11th of December 2015

and was accredited as a Social Enterprise by the Ministry of Entrepreneur Development (MED) and the Malaysian Global Innovation & Creativity Center (MaGIC) in 2020.



Cikgu Syaheerah with SK Pos Legap headmaster En Mohd Sayuti bin Ahmad





