



Primmer (left) with a beneficiary of the campaign.

Needy families receive food

GEORGE TOWN — Forty underprivileged families will be supplied with food items for the next four months thanks to Hard Rock Hotel Penang's 'Can-Lah!' project.

Since the campaign was launched in 2012, they have raised a total of 3,750kg of food, with RM18,000 worth of food raised this time.

All goods were donated to the respective families by FOODBANK4U, a non-profit organisation that supplies non-perishable basic foodstuffs to underprivileged families and individuals.

The hotel organised several events as part of the campaign last October and November, kicking off with a food collection drive during its Rock to Rock Run event. All runners were encouraged to bring along canned goods during the two-day event.

The United Thru Music event in November was open to guests at no charge — they only had to bring one can to support the cause.

Later, a stand-up comedy event featuring Kavin Jay, Joanne Kam, Papi Zak and Keren Balan Devan, donated its ticket sales of RM50 per person to the campaign.

A simple ceremony was held recently at the Residents Association Hall in Taman Sri Nibong, where five families received food items such as rice, biscuits and canned goods from Hard Rock Hotel Penang's general manager John Primmer.

Each family will receive a total of 21kg (worth RM112) of food from FOODBANK4U monthly until March.

"We received the largest amount of food contributions this year. The campaign has gained better recognition and we hope to achieve more next year," said Primmer.