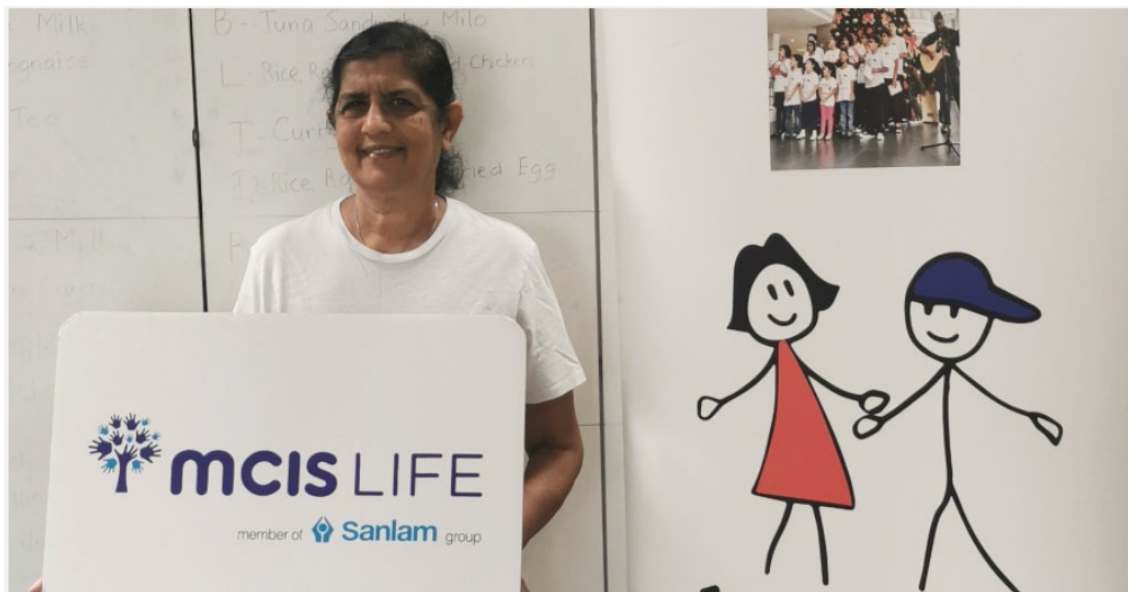


Title : Lebih 5,000 Rakyat Malaysia Sertai Peraduan #MySenyum, Bantu Dua Badan Amal  
Media : <https://siakpkeli.my>  
Date : 02/09/2022

<https://siakpkeli.my/2022/09/02/lebih-5000-rakyat-malaysia-sertai-peraduan-mysenyum-bantu-dua-badan-amal/>



## Lebih 5,000 Rakyat Malaysia Sertai Peraduan #MySenyum, Bantu Dua Badan Amal

 Amira,  3 bulan lalu  3 min read

KitaJaga.co dan Lighthouse Children Welfare Home Association mendapat manfaat dari kolaborasi unik bersama MCIS Life

Petaling Jaya, 2 September 2022 – MCIS Life menyalurkan dana sejumlah RM 20,000 kepada Lighthouse Children Welfare Home Association dan platform kemanusiaan, KitaJaga.co untuk menyokong misi kedua-dua organisasi sempena penutupan rasmi peraduan #MySenyum.

Dilancarkan pada Januari tahun ini sebagai salah satu inisiatif di bawah credo “People Helping People”, peraduan #MySenyum menggalakkan rakyat Malaysia untuk berkongsi senyuman dan menyebarkan detik keriangannya bersama sambil membantu mereka yang memerlukan.

Pada awalnya, MCIS Life memberi komitmen untuk menderma RM5 bagi setiap 2,000 penyertaan peraduan yang pertama. Ini akan memberi Lighthouse dan KitaJaga.co dana sejumlah RM5,000 untuk setiap organisasi. Namun, setelah mendapat sambutan yang memberangsangkan melebihi 5,000 penyertaan, syarikat insurans ini telah menggandakan jumlah derma mereka kepada kedua-dua organisasi dengan setiap organisasi mendapat dana sebanyak RM 10,000.

**“Di sebalik pelbagai cabaran yang dihadapi rakyat Malaysia di dalam era pasca pandemik, komuniti kita ikhlas membantu dan mengambil berat antara satu sama lain. Ini terbukti dengan penyertaan sebanyak 5,715 orang yang berkongsi senyuman mereka melalui peraduan ini dan secara tidak langsung membantu mereka yang memerlukannya,” kata Encik Ragunath Murthy, Ketua Penedaran dan Pemasaran MCIS Life.**

Lighthouse dipilih sebagai salah satu penerima dana kerana komitmen mereka dalam penyediaan penjagaan kanak-kanak yang kurang bernasib baik di Malaysia tanpa mengira latar belakang dan etnik. Manakala, KitaJaga.co merupakan platform kemanusiaan yang didorong oleh komuniti untuk membantu warga Malaysia yang memerlukan bantuan.

Bagi pengasas KitaJaga.co, Encik Reza Razali, dana ini akan membantu dalam pembiayaan platform digital untuk memastikan usaha yang mampan dan berterusan dapat dijalankan dalam menghulurkan khidmat kepada yang memerlukan. Beliau amat gembira apabila organisasinya dipilih untuk menjadi sebahagian daripada kempen MySenyum, kempen yang mengutamakan keriangin di dalam kehidupan. Beliau juga bersetuju bahawa senyuman itu juga adalah satu bentuk sedekah.

**“Salah satu kebaikan yang selalu dipandang enteng adalah sedekah berbentuk senyuman. Apabila terkumpul, ia dapat memberi perubahan yang besar,” kata Reza.**

Pengasas Lighthouse, Puan Jacinta Steven berkata, “Kami sangat berterima kasih kepada MCIS Life. Situasi kami mencabar, tetapi kami tidak pernah berputus asa dan percaya kepada kebaikan Rakyat Malaysia dalam menghulurkan bantuan. Dana ini akan digunakan untuk pembiayaan pelajaran anak-anak termasuk yuran pendidikan mereka.”

Peraduan #MySenyum berlangsung dari 28 Januari ke 31 Mac 2022. Ia menyaksikan penyertaan ribuan peminat media sosial menghantar detik keriangin mereka dalam bentuk gambar atau video bersama kapsyen kreatif dan tanda pagar #MySenyum dan #PeopleHelpingPeople.

Peraduan ini terbahagi kepada tiga kategori di mana Rakyat Malaysia dapat memenangi hadiah tunai menarik iaitu Cabutan Bertuah Mingguan, #MySenyumFilter Paling Banyak “Like” dan Pemenang Utama #MySenyum.

Sila rujuk Facebook dan Instagram MCIS Life untuk senarai penuh pemenang bagi setiap kategori.

Title : #MySenyum Contest Garner 5k Submissions, Aids Two Charities  
Media : <https://www.businesstoday.com.my>  
Date : 02/09/2022

<https://www.businesstoday.com.my/2022/09/02/mysenyum-contest-garner-5k-submissions-aids-two-charities/>



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the insurer's #MySenyum contest.

Launched in January this year as an extension of MCIS Life's brand promise "People Helping People", the #MySenyum contest encouraged Malaysians to share their smile and spread positivity amongst all while lending a hand to those in need.

Initially, MCIS Life pledged RM5 for each of the first 2,000 contest entries which would have provided Lighthouse and KitaJaga.co with RM5,000 each. As the contest received overwhelming support when the final number of entries crossed the 5,000 mark, the life insurer doubled their pledge to the two organisations (each received RM10,000).

"Despite the challenges faced by Malaysians in the post-pandemic era, our community members genuinely care about the well-being of one another. This was evident through the grand total of 5,715 participants who shared their smiles with us through the contest as the mechanism was to collectively come together in aid of those who need support," explained Mr. Rangunath Murthy, Chief Distribution and Marketing Officer, MCIS Life.

Lighthouse and KitaJaga.co were chosen for the former's unwavering support in providing essential care to the most vulnerable children in Malaysia from diverse backgrounds and ethnicities as well as the latter, for being a community-driven humanitarian platform for vulnerable Malaysians.

For KitaJaga.co founder, Mr. Reza Razali, the contribution will go a long way for the platform's digital expenses, ensuring sustainable and continuous efforts to reach those in need.

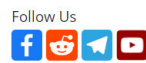
He was elated to be a part of #MySenyum campaign that highlights little pockets of happiness, agreeing that a smile is an act of charity.

"A small act of kindness can be a smile. It is the small acts that add up and made a big difference," said Reza.

"We are very grateful to MCIS Life for reaching out. Times are hard, but we never gave up because we believed in the kindness of Malaysians. The funds will mainly go for the education of the children including their tuition fees," said Lighthouse's co-founder, Madam Jacinta Steven.

Title : #MySenyum Contest Garners 5k Submissions, Aids Two Charities  
Media : <https://www.shareandstocks.com>  
Date : 02/09/2022

<https://www.shareandstocks.com/mysenyum-contest-garners-5k-submissions-aids-two-charities-businesstoday/>



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## #MySenyum Contest Garners 5k Submissions, Aids Two Charities – BusinessToday

September 2nd, 2022 | 0 Comments



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Title : #MySenyum Contest Garners 5k Submissions, Aids Two Charities  
Media : <https://theiskandarian.com>  
Date : 02/09/2022

<https://theiskandarian.com/mysenyum-contest-garners-5k-submissions-aids-two-charities/>

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MEDIA OUTREACH

## #MySenyum Contest Garners 5k Submissions, Aids Two Charities

*Kitajaga.co and Lighthouse Children Welfare Home Association benefit from this unique collaboration with MCIS Life*





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*Jacinta Steven co-founder of Lighthouse*

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The #MySenyum contest ran from 28 January to 31 March 2022 and witnessed social media fans jumping on the bandwagon by the thousands to submit their joyful photos/videos along with witty captions and campaign hashtags #MySenyum and #PeopleHelpingPeople.

The contest featured three categories through which the public could win attractive cash prizes, including Weekly Lucky Draws, #MySenyumFilter with MOST LIKES and the #MySenyum Grand Prize Winners.

For the full list of winners by each category, please refer to MCIS Life’s socmed sites.

Title : MCIS Life MySenyum contest aids two charities  
Media : <https://cj.my>  
Date : 02/09/2022

<https://cj.my/124759/mysenyum-contest-aids-two-charities/>



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## MCIS Life MySenyum contest aids two charities

 CJMY  3 months ago

MCIS Life chose Lighthouse and KitaJaga.co for their unwavering support in providing essential care to Malaysia from diverse backgrounds and ethnicities.



MCIS Life contributed RM20,000 to the Lighthouse Children Welfare Home Association (Lighthouse) and humanitarian platform Kitajaga.co.

The contribution is to assist the two organisations' missions following the official closure of the insurer's #MySenyum contest.

Launched in January this year as an extension of MCIS Life's brand promise "People Helping People", the #MySenyum contest encouraged Malaysians to share their smiles and spread positivity amongst all while lending a hand to those in need.

Initially, [MCIS Life](#) pledged RM5 for each of the first 2,000 contest entries, which would have provided Lighthouse and Kitajaga.co with RM5,000 each.

As the contest received overwhelming support when the final number of entries crossed the 5,000 mark, the life insurer doubled its pledge to the two organisations (each received RM10,000).

"Despite the challenges faced by Malaysians in the post-pandemic era, our community members genuinely care about the well-being of one another.

This was evident through the total of 5,715 participants who shared their smiles with us through the contest as the mechanism was to come together in aid of those who need support collectively,” explained MCIS Life chief distribution and marketing officer Ragunath Murthy.



MCIS Life chose Lighthouse and Kitajaga.co for the former's unwavering support in providing essential care to the most vulnerable children in Malaysia from diverse backgrounds and ethnicities.

Kitajaga.co is specially chosen for its role as a community-driven humanitarian platform for vulnerable Malaysians.

For Kitajaga.co founder Reza Razali, the contribution will go a long way for the platform's digital expenses, ensuring sustainable and continuous efforts to reach those in need.

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For the complete list of winners by each category, please refer to MCIS Life's [Facebook](#) and Instagram.



Title : MCIS Life #MySenyum contest aids two charities  
Media : China Press  
Date : 03/09/2022



**MCIS Life #MySenyum 競賽 捐2機構2萬**

(八打灵再也2日讯)  
 保险公司MCIS Life近日在#MySenyum竞赛结束后, 捐献2万令吉给本地两家慈善机构KitaJaga.co, 及儿童福利院 Lighthouse Children Welfare Home Association (简称Lighthouse)。  
 #MySenyum于今年1月推出, MCIS Life起初承诺, 前2000份参赛, 会每份捐出5令吉, 意Lighthouse和 KitaJaga.co 各将获得5000令吉, 而参赛数额超过5000份, 公司决定捐献比早前双倍所承诺的总额, 即两家慈善机构各获得1万令吉。  
 MCIS Life首席分销与营销长

拉古纳斯·穆尔蒂指出, 共有5715名大马人参与#MySenyum的活动。

↑#MySenyum竞赛的前20个最佳微笑, 也是该活动的大赢家。

■Lighthouse是#MySenyum竞赛的受益机构之一。该机构的联合创始人杰辛塔·史蒂文表示捐款将主要用于孩子们的教育上。

Title : MCIS Life #MySenyum contest aids two charities  
Media : China Press  
Date : 02/09/2022



#MySenyum  
竞赛的前20个最佳微笑，也是该活动的大赢家。

## MCIS Life #MySenyum 竞赛 捐2慈善机构2萬

（八打灵再也2日讯）保险公司MCIS Life近日在#MySenyum竞赛结束后，捐献了2万令吉给本地2家慈善机构KitaJaga.co及儿童福利院（Lighthouse Children Welfare Home Association）。

#MySenyum于今年1月推出，是MCIS Life品牌口号“People Helping People”的延伸。该竞赛响应国人分享他们的微笑并鼓励大家传播正能量，同时

通过参加#MySenyum对有需要的人伸出援手。

该公司原本承诺将代表前2000个报名参赛者，各捐出5令吉给上述慈善机构，不料比赛受到国人的热烈支持，最终参赛数额超过5000份，该公司决定捐献比早前所承诺的双倍总额，即2家慈善机构各将收到1万令吉。

MCIS Life首席分销与营销长拉古纳斯说，尽管国人在疫情后面对种种挑战，但依然非常关心彼此的福祉。该活动开始后，共有5715名大马人通过该活动分享了他们的微笑，并以大家的团结力量有意义地帮助那些需要支持的人。

此竞赛的完整获奖者名单可在MCIS Life的脸书及Instagram的参阅。