

By **SARBAN SINGH**
sarbans@thestar.com.my

PROPERTY developer Matrix Concepts Holdings Berhad has donated household and hygiene products worth RM30,000 to 600 families affected by the floods in Johor.

Led by group chief marketing officer Lim Kok Yee, the company's staff distributed the items personally to the families at three relief centres in the state.

The centres were set up at SJKC York Chai in Parit Yaani and Sek Agama Seri Idaman and in Desa Parit Senah in Yong Peng.

"We are a caring corporation and decided to help the flood victims who had to endure a hard and challenging period.

"The company wants to stand in solidarity with the victims, including here in Yong Peng, following the devastating floods that caused suffering and destruction to infrastructure and property," said Lim, adding

Developer easing burden on Johor flood victims

Household and hygiene products donated to 600 families

that the initiative was taken by its business units from the southern region.

Among the items distributed were mattresses, blankets, nursery essentials, disposable diapers for adults and mineral water.

Some 2,000 individuals benefited from the assistance.

Lim hoped the contribution would ease the victims' suffering.

"Every bit of help will make a difference during this difficult moment, and I hope the public continues to help," he added.



(Above pic) Matrix Concepts employees distributing essentials at a centre in Yong Peng. (Left pic) Lim (fifth from right) and employees arriving to hand over the items.