

KUALA LUMPUR: STM Lottery Sdn Bhd recently announced Sports Toto's latest edition of its "Reading my Companion" programme.

The initiative aims to create interest in reading for 2,515 pupils from 20 small-scale Chinese primary schools in rural areas across Penang, Perak, Pahang and Johor.

STM Lottery deputy general manager (Communications and Sustainability) Giam Say Khoon said the programme seeks to cultivate the reading habit among pupils living in rural areas, who may have limited recreational choices.

"Our reading programme is a testament of our unwavering commitment to sustainable education efforts. By promoting reading as a favourite pastime and igniting a passion for reading, we believe we can inspire students to excel academically and unlock their full potential."

A dedicated team of STM Lottery staff will embark on a journey to visit the 20 participating schools to present the pupils with storybooks and also make contributions to the libraries of each participating school by donating a selection of captivating books.

In addition, to foster creative reading experiences, storytelling sessions will be conducted at the schools, encouraging students to embrace the practice of reading vibrantly and interactively.

The participating schools will play an integral role in cultivating a reading

Cultivating reading passion in pupils



Pupils gathered at an event for the programme recently.

community among the students.

They will promote book exchanges, urging students to share stories in class and express their thoughts and reflections in personal journals.

In recognition of the enthusiasm

and dedication of the pupils, STM Lottery has also prepared tokens of commendation for two pupils from each of the participating schools who demonstrate exceptional participation.

"We remain steadfast in our

mission to make a difference in the lives of young learners.

"By bringing the storybooks to these pupils, the reading programme will undoubtedly leave an indelible mark, empowering them with the tools and inspiration to unlimited

possibilities," said Giam.

Initiated by STM Lottery in 2012, the reading programme has so far benefitted over 17,500 pupils in 163 sub-urban schools in Penang, Perak, Selangor, Negeri Sembilan, Malacca, Pahang and Johor.

多多博彩助學計劃

2515微小學生受惠

(八打灵再也20日讯) 多多博彩宣布推行2023年度“多多阅读, 获益良多”助学计划, 旨在向华小学生推广阅读的乐趣, 共惠及2515名来自檳城、霹靂、彭亨和柔佛州的20所郊区微型华小生。

多多博彩公关与永续发展部副总经理严世坤今日发文表示: “此助学计划体现出本公司致力为永续教育尽绵力的承诺。通过推广阅读成为受欢迎的休闲活动, 激发学生对阅读的热情, 本公司相信这可以激励学生在学业上取得优异成绩并全面释放潜力。”

“本公司一如既往地履行其使命, 即为莘莘学子们的生活带来有意义的改变。通过捐赠绘本, 此助学计划着实在受惠学生们回忆无穷, 更为后者提供工具和灵感, 以实现无限的可能性。”

探访20参与学校

由多多博彩志愿员工组成的爱心团队将从2023年7月16日开始, 陆续亲善探访20所参与学校, 并赠送精心挑选



柔佛州麻坡育英华小的学生开心地展示刚拿到的精美故事绘本。(多多博彩提供)

的故事绘本予学生和各学校的图书馆。

此外, 为了培养极具创意的阅读体验, 该公司也在每所参与的学校举办讲故事环节, 以鼓励学生通过生动和互动的阅读方式, 沉浸在欢乐的绘本故事里。

此助学计划是由多多博彩自2012年开始推行, 迄今已让逾1万7500名来自檳城、霹靂、雪兰莪、森美兰、马六甲、彭亨及柔佛州郊区的163所微型华小学生受惠。

受惠華小名單

檳城

- 1 甲抛峇底振华华小
- 2 本那牙新中华小
- 3 打昔汝我励志华小
- 4 直落斗哇益侨华小
- 5 文蒙里玛农民华小
- 6 双溪爪夷爪夷村华小

彭亨

- 1 文打日利谷华小
- 2 文打文达华小
- 3 双溪索培民华小
- 4 双溪林明林明华小
- 5 那示启华华小

柔佛

- 1 巴力温那善才华小
- 2 巴莪训蒙华小
- 3 巴莪榜加兰华小
- 4 麻坡育英华小
- 5 二南内育英华小

霹靂

- 1 红土坎永宁华小
- 2 红土坎平民华小
- 3 实兆远建华华小
- 4 爱大华国民华小