



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **DA MEN USJ DONATES FOOD ESSENTIALS TO 100 NEEDY FAMILIES IN SUBANG JAYA**



**SUBANG JAYA, 23 JULY, 2021** – Da Men USJ has provided essential food aid to 100 underprivileged families in Sri Tanjung Apartment USJ16 low-cost flats to help keep food on their tables during Phase 1 of the National Recovery Plan.

Da Men USJ donated food packs of kitchen staples including rice, sugar, salt, cooking oil, chocolate malt beverages, instant noodles and various canned food to help single-parent families, people with disabilities and families faced with chronic health issues. These families have faced financial hardship during the pandemic, resulting in an insufficient food supply.

A mall with the community always in mind, Da Men USJ is doing its part to help those in need through the #DaMenCares campaign, the mall's corporate social responsibility initiative. Da Men USJ has supported various communities and NGOs over the years, and has recently donated books to underprivileged children through Buku Jalanan Chow Kit and hosted a number of fundraising charity bazaars at the mall in partnership with NGOs like Kiwanis Club Kota Kemuning.

The food packs donated by Da Men USJ were received by councillor Lee Jen Uyin on behalf of the Subang Jaya Municipal Council (MBSJ) who distributed them to several low-cost flats in Subang Jaya.



“Several of the families we aided asked the council for urgent assistance. The pandemic has undoubtedly worsened the plight of vulnerable communities and we are doing our best to provide the necessary aid to struggling B40 families. MBSJ would like to thank Da Men USJ for their donation that will provide immediate relief to struggling families to ensure that nobody goes hungry and no one is left behind, in line with one of United Nations sustainable development goals towards ending hunger,” said Lee.

Lee noted that the B40 and foreign worker community in Subang Jaya have been greatly impacted, especially those who have lost their jobs or suffered a loss of income. MBSJ will continue identifying and helping families in need in the Subang Jaya community.

“We hope more corporate organisations will join us in helping the most vulnerable communities in Subang during this pandemic. Helping one person might not change the world, but it could change the world for one person,” said Lee.

Da Men USJ continues its efforts to cultivate kindness within the Subang community by setting up a **#DaMenCares Kindness Bank** in conjunction with MBSJ for shoppers to donate essentials to the needy. Items requested include baby milk formula, baby and adult diapers, household cleaning products (laundry detergent, floor cleaner, dishwashing liquid), hand sanitisers, and face masks. Items can be dropped off at the **#DaMenCares Kindness Bank** on Level LG, in front of Jaya Grocer.

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**About Da Men USJ**

Located in the heart of USJ, Da Men is positioned as a community-friendly mall, engaging and bringing together the community of Subang Jaya and beyond as a hub for student creativity, charity events, family-friendly activities and festive celebrations throughout the year. Da Men USJ is a great value destination for shopping and dining experiences, featuring a wide array of cuisines at Food Arcade and New Nanyang Food Street.

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