

## **“Reading My Companion” Learning Program 2014**

Sports Toto recently carried out its “Reading My Companion” learning program in 10 micro-sized Chinese primary schools in the rural areas of Selangor and Negri Sembilan. This year, Sports Toto is pleased to note that the company had gone beyond Selangor to reach out to the rural primary school students in Negri Sembilan.

In fact, the learning program has been carried out for 3 consecutive years as Sports Toto hopes to inculcate reading as a pastime of choice for the rural students who are relatively lacking in terms of recreational choices.

Out of the 10 participating schools, 5 were from Selangor i.e. SJK (C) Yit Khwan in Tanjong Karang, SJK (C) Yuk Chih in Bestari Jaya, SJK (C) Chio Chiao Salak in Sepang, SJK (C) Poay Chneh in Parit Baru, Sabak Bernam and SJK (C) Kian Sit in Sekinchan.

The remaining 5 participating schools were from Negri Sembilan i.e. SJK (C) Yuh Hua Rembau in Rembau, SJK (C) Kampung Baru Broga in Lenggeng, SJK (C) Yu Chai Ulu Beranang in Lenggeng, SJK (C) Ladang Hillside Seremban in Labu and SJK (C) Sin Min Kuala Sawah in Rantau.

In view of the lack of reading materials in the rural areas, a total of 1,270 students from the 10 participating schools were each given a beautiful storybook. The Sports Toto’s CSR team took the effort to deliver the storybooks to all the students at their schools in July 2014.

At the same time, a story-telling session was also held at the schools to intrigue the students on reading.

The schools played an active role in driving the book exchanging exercise among the students who were also encouraged to share their thoughts in class and pen down their post-reading thoughts in their journals.

To encourage participation among the students, tokens of commendation have been arranged to reward 2 students from each participating school who showed the highest level of participation by the end of the 2014 school year.

Hoping to see sustained results from the learning program, the Sports Toto’s CSR team revisited 5 schools in Selangor which previously benefitted from the learning program and donated storybooks to their libraries. A story-telling session was also held at these schools.

The above-mentioned schools were SJK (C) Simpang Morib in Banting, SJK (C) Liat Choon in Jeram, SJK (C) Choong Chee in Ulu Yam Lama, SJK (C) Kerling in Kerling and SJK(C) Cheong Hua in Sabak Bernam.

Initiated by Sports Toto 2 years ago, the learning program has so far benefitted close to 2,800 students from 22 micro-sized Chinese primary schools in the sub-urban areas of Selangor and Negri Sembilan.

## 2014 年“多多阅读，获益良多”助学计划

多多博彩近期内在雪兰莪州及森美兰州郊区的 10 间微型华小，推行了一项名为“多多阅读，获益良多”的助学计划。今年，多多博彩非常欣慰能够跨出雪州，并将此极具意义的计划带给森州的小学生。

其实，这已是多多博彩连续第 3 年推行这项计划，希望能启发一般上较缺乏娱乐休闲管道的郊区小学生，培养阅读的兴趣，并把阅读当作闲暇时最佳的习惯。

在这 10 间被选中参与此计划的华小中，有 5 间是来自雪州的学校，即位于丹絨加弄的峇眼益群华小、八丁燕带的育智华小、雪邦的沙叻觉侨华小、沙白安南新沟的培青华小以及适耕庄的垦殖华小。

其余的 5 间则是来自森州的小学，即位于林茂的林茂育华华小、冷京的武来岸新村华小、冷京的吁噜峇玲珑育才华小、拉务的芙蓉坵晒园华小以及晏斗的瓜拉沙哇新民华小。

基于郊区缺乏优良阅读刊物的情况下，来自这 10 间华小的大约 1270 名学生每人皆获得一本精美的故事绘本。多多博彩爱心团队也在今年的 7 月份期间，不遗余力地把故事绘本派送到每一名学生手中。

同时，讲故事环节也分别在每一间华小进行，以生动的故事环节激发学生们对阅读的兴趣和乐趣。

在派发精美故事绘本后，所有参与华小也积极地推动了图书交换计划和分享环节，鼓励学生们在班上分享读后感想，并且在各自的《阅读手记》内写下读后感想。

为了鼓励小学生们热衷参与此计划，在 2014 年年杪学期结束前，这 10 间参与助学计划的华小将各别选出 2 名最踊跃参与活动，即最热爱阅读的“阅读小天使”，并赠送小礼物给他们作为奖励。

另外，为让这项助学计划的成果能持续发酵，多多博彩爱心团队今年再次亲善探访雪州 5 所早前曾受惠于此计划的华小，并捐献阅读刊物给这些学校的图书馆。讲故事环节亦分别在每一间学校进行。

上述 5 间学校分别是位于万津的新邦摩立华小、而榄的列俊华小、乌鲁音南马的崇智华小、吉辮的吉辮华小以及沙白安南乌暹的中华华小。

此助学计划是由多多博彩自 2 年前开始推行，从 2012 年迄今已让近 2800 名来自雪州以及森州郊区的 22 间微型华小学生受惠。