



Shaklee Malaysia Appoints Ambassador for its Community Programme and Honours the Role of Women at Wanita Inspirasiku 2015 Event

Putrajaya, November 12 – Shaklee Malaysia is pleased to announce the appointment of Tan Sri Datin Paduka Seri Hajah Zaleha Ismail as the ambassador of its Corporate Social Responsibility (CSR) initiative, Shaklee Cares.

This announcement was made at Wanita Inspirasiku 2015 high-tea appreciation ceremony, an event organized by Shaklee Malaysia as part of its Shaklee Cares for Our Women programme to bring together women of various backgrounds who are either already accomplished in their own field and those who are aspiring to become successful in the areas they are pursuing.

Shaklee Cares for Our Women which was launched last June is one of the extensions of Shaklee Cares, the other two being Shaklee Cares for Our Children and Shaklee Cares for Our Youth. While Shaklee Cares for Our Children focuses on improving the lives of children in the country through providing nutritional aid, Shaklee Cares for Our Youth is inclined towards encouraging a healthy lifestyle among youth through sponsorship of supporting activities.

Meanwhile Shaklee Cares for Our Women has been set up with the objectives of helping Malaysian women improve their lives and their sense of well-being. In order to reach out to women in the country, Shaklee Malaysia believes that it is imperative to have a solid, successful and well-respected figure fronting its CSR initiative, thus the choice of Tan Sri Zaleha as the ambassador.

Tan Sri Zaleha is well known for her role as the Minister of National Unity and Social Development serving the nation from 1995 to 1999, and prior to that was the country's Deputy Minister of Transport.

Apart from her colourful and successful political career, Tan Sri Zaleha is also renowned for her selfless contribution to the empowerment of women, children and unity in family not only in Malaysia but also globally. In 2011, she received the Global Peace Award for her commitment to peace and unity and in 2013, she was named as "Tokoh Ibu Harmoni" for her contribution to the community.

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“Tan Sri Zaleha represents what successful women are supposed to be like or want to be like. She is ambitious and aggressive but at the same time very down to earth and approachable. She knows what she wants in life and pursues it relentlessly and successfully too I must say, while at the same time juggling her role as a wife and a mother of which she has been doing very well,” said Hui Lai Har, Vice President of Marketing for Shaklee Malaysia.

She further added that Shaklee Malaysia hopes that the appointment of Tan Sri Zaleha as the ambassador for its CSR initiative would inspire women to improve their lives and that they would look up to her as their role model.

“It is our hope to reach out to as many Malaysian women who wish to improve their lives. We believe that it is important to empower women and provide them with the opportunity to better their lives. At Shaklee, we encourage women to go into business by providing start-ups assistance and mentoring programmes,” Hui said, emphasizing that many of Shaklee’s successful distributors are women.

“Some of these women are already self-made millionaires. They have dreams and they pursue these dreams by working hard supported all the way by Shaklee. Efforts and hard work do pay off. Just look at some of these women here today who are successful distributors of Shaklee.”

Hui explained that in Shaklee Malaysia, they encourage the successful ones to mentor and assist the newcomers, and believe in exposing the aspiring distributors to stories and experiences of successful women in order to inspire them.

“One of our objectives in organizing Wanita Inspirasiku 2015 apart from introducing the ambassador for our CSR initiative is to bring together women who are already successful, women who have just started and women who are looking for a way to start, looking for confidence, guidance and examples that we believe they can acquire from events such as this,” said Hui. “Wanita Inspirasiku 2015 is also held to acknowledge and recognize the accomplishments of Malaysian women.”

According to Hui, accomplishments of women often go unnoticed or unrewarded despite women being some of the most distinguished contributors to the community. Wanita Inspirasiku 2015 is held to honour these women and recognise them not only for their success in the areas of their pursuit but also for their contribution to society and the lives of other women.

Hui expressed hopes that the women at Wanita Inspirasiku 2015 would take the opportunity to exchange ideas and stories, share experiences and build a long lasting relationships be it in terms of mentoring or providing guidance or just forming friendships. She also mentioned that Shaklee Malaysia plans to hold similar events in the near future to continue helping empower women with the guidance and help of their CSR ambassador.