

Kindness Week ends on a high

PETALING JAYA: The student-driven #StandTogether National Kindness Week campaign ended on a high as it recorded almost 8,000 campaign registrations, and saw thousands of students take the lead by organising "Kindness Projects" in schools.

On the final day of the Kindness Week yesterday, #StandTogether ambassadors Harith Iskander and Jinnyboy continued the campaign's celebrity visits to schools with the top Kindness Projects.

"It was a good feeling to see how the students had gone out of their way to take on these projects for National Kindness Week.

"I got the feeling that most of the students were truly engaged in it, and that's a good sign for the future of this country," said Harith, who visited SM Sri KDU, one of the Top 10 winning schools of the Kindness Project competition.

The students involved said they were determined to keep the kindness going throughout the year.

"Since (the #StandTogether 2018 campaign) last year, everyone has been kinder and more caring to each other," said Form Five student Khalif Farhan Abdul Mutalib.

"It really does affect us. I'm sure this will be an ongoing project, and it will be better in the near future!"

The winning schools this year included a mix of urban and rural



Hearts together: Celebrity ambassadors Harith with (from left) Clark-Hattingh, SM Sri KDU principal Lam Chee Fong and Wong (in dark blue).



schools, including SJK (T) Tanah Rata which only has 60 students.

As one of the Top 10 winners, the school is now in the running to win

the title of Malaysia's Kindest School, which will be announced at the free #StandTogether Kindness Concert on May 4.

"As a rural school we are hoping to win the title because we want to show people that it's possible for even a small school to dream big and create change.

"Our main goal is to set an example and inspire other rural schools," said SJK (T) Tanah Rata teacher Poopathi Dhanasekaran, who helped spearhead his school's Kindness Project.

SP Setia head of group branding and communications Adelene Wong applauded the students' efforts in driving the "Kindness Revolution" forward.

"They were so confident that the teachers just took a backseat. We need these young ones, the voices they have will impact, influence and change the future," she said.

Unicef Representative to Malaysia Marianne Clark-Hattingh commended the students for their commitment to the campaign during her visit to Sri KDU.

"Giving up your time freely, that's such a great act of kindness in itself," she said.

The #StandTogether campaign was initiated by R.AGE and SP Setia to empower students to create a new culture of kindness throughout Malaysia.

The campaign is supported by various partners, including the

Education Ministry, Unicef Malaysia, Digi and International Medical University.

Aside from the student movement, the campaign also included an interactive Kindness Challenge, powered by a WhatsApp chatbot, for the public to get involved.

The first batch of users to complete the five-day challenge yesterday finally unlocked the mystery "prize" – two VIP passes to the #StandTogether Kindness Concert where celebrities like Harith, Ismail Izzani, Rabbit Mac and Lisa Surihani will be either performing or speaking.

For more information on the #StandTogether campaign, go to www.standtogether.my.