

IPG MEDIABRANDS MALAYSIA HOSTS #CLOSETOGETHER CARNIVAL IN CONJUNCTION WITH IMPACT DAY 2025, RAISING OVER RM20K TO TRANSFORM LOCAL LIVES

Kuala Lumpur, 1 Aug 2025 — IPG Mediabrands Malaysia brought its commitment to community to life in celebration of APAC Impact Day 2025. As part of a regional initiative uniting all APAC offices in giving back, the Malaysian network launched a #CloserTogether Carnival, transforming its office into a bustling two-floor marketplace that hosted 20 NGOs and social enterprises. The event championed a wide range of causes, collectively raising over RM20,000 in sales and donations, and uniting staff, partners, and the public in a shared mission to drive change.

The #CloserTogether Carnival provided complimentary booths for NGO and social enterprise to build awareness for their causes, and raise funds through product sales, experiences, and interactive activities. From mouth-watering cookies to spaghetti, and from eye-catching bags to finely crafted accessories, each booth showcased not only unique talents but also the heart and soul of each cause, with dedicated IPG Mediabrands volunteers, ensuring they had the hands-on support needed to shine throughout the day.

Open to the public and backed by strong social media promotion, the event drew over 500 visitors - from employees and clients to friends and partners, all contributing to a lively day filled with colour, kindness, and purpose.

Darren Yuen, Chief Executive Officer of IPG Mediabrands Malaysia, said, “The #CloserTogether Carnival wasn’t just about fundraising. It helped shine a spotlight on a wide range of missions that our teams are genuinely passionate about and allowed us to reconnect with our shared humanity. Seeing all the teams come together to learn and educate themselves was a real eye-opener, and that to me, was deeply meaningful and moving.”

Participating NGOs and social enterprises were:

1. [Autism Cafe Project](#) – Established in 2016, ACP empowers youth with autism by giving them real work opportunities and building their confidence.
2. [Bahoo Massage](#) – Bahoo Massage champions the visually impaired through certified massage therapy. Their mission centres on inclusivity, well-being, and meaningful employment.
3. [CVSKL Foundation](#) - CVSKL Foundation focuses on advancing medical research and awareness of cardiovascular diseases in Malaysia.
4. [Dignity for Children](#) - Dignity for Children Foundation provides holistic education and care for over 2,000 urban poor children in Kuala Lumpur. Since 1998, it has been empowering youth from underprivileged backgrounds through quality, values-based learning.

5. [Karunai Illam Orphanage Home](#) - Established in 2013, Karunai Illam is a registered home providing care and support for underprivileged children. It also promotes environmental awareness and community involvement.
6. [Lovely Disabled Home](#) - Lovely Disabled Home is a non-profit providing job opportunities and training for adults with physical and mental challenges. Through workshops, recycling, and its LDH Socks brand, it currently empowers nearly 70 special needs individuals to lead fulfilling lives.
7. [MAKNA](#) - MAKNA is a non-profit founded by Dato' Mohd Farid Ariffin after losing his son to cancer. It provides holistic cancer support, driven by a mission to ensure that hope and dignity outlast the disease.
8. [National Autism Society Of Malaysia \(NASOM\)](#) - NASOM fights for normal, purposeful lives of children with autism by offering support services.
9. [National Cancer Society Malaysia & Pink Unity](#) - NCSM is Malaysia's first non-profit cancer organization, offering education, care, and support since 1966. It operates nationwide with six branches, including its headquarters in Kuala Lumpur. On the other hand, Pink Unity is a support group, operating under NCSM, in Malaysia wholly run by cancer survivors with the mission to never give cancer the last word.
10. [OrphanCare Foundation](#) - OrphanCare is a non-profit foundation working to place institutionalised and at-risk children into families with the core belief that every child deserves a loving home.
11. [PAWS Animal Welfare Society](#) - Operating since 1987, PAWS is a non-profit animal shelter in Petaling Jaya. It currently cares for over 500 cats and dogs, offering adoption services and veterinary care.
12. [PB Blind Massage](#) - Creating pathways to financial independence and sustainable livelihoods, PB Blind Massage empowers the visually impaired to live independent lives.
13. [PWD Smart FarmAbility](#) - PWD Smart Farmability champions nutrition as a human right by empowering the poor and disabled through sustainable, inclusive farming. It hustles for food literacy and breaks the cycle of harmful agricultural practices.
14. [Small Changes](#) - With the belief that small steps lead to revolution, Small Changes inspires social impact through youth volunteerism and education.
15. [Stand Pie Me](#) - Stand Pie Me is a bakery initiative for special need children with the ultimate vision of helping these children to live sustainable, dignified lives.
16. [Tanma Federation](#) - This cooperative empowers women from four diverse ethnic groups in Myanmar—Kaoprise, Paw Ghee, CWO, and Ying-Tai—by supporting traditional craftsmanship. Each group creates unique products rooted in heritage techniques and locally sourced materials.
17. [Tender Hearts](#) - Tender Hearts Cafe provides meaningful training and employment opportunities to special needs youths (aged 17 and above) through baking, cooking, and hospitality work, helping them build independence and confidence in a supportive setting.

18. [The Thimble Collective](#) - The Thimble Collective, a collaboration between MEWRO Malaysia and Refuge for the Refugees, sells hand-sewn clothing made by the refugee community to support and protect them.
19. [Yayasan Chow Kit](#) - YCK fights to protect the rights and welfare of at-risk children.
20. [Yellow House KL](#) - Yellow House KL uplifts underserved communities by creating inclusive, sustainable spaces for refugees, the homeless, and the urban poor.

Darren added, "Each organisation reminded us of the power of collective strength, and what it truly means to be human. We hope our #CloserTogether Carnival brings greater visibility to their causes, drawing them even more support and success, and look forward to engaging with them in the future."

The #CloserTogether carnival reflects the agency's continued dedication to collaborating with grassroots organisations and empowering people to drive real-world impact.

Watch the #CloserTogether carnival reel [here](#).

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