



CIMB to support kids with cerebral palsy via Visa debit card

KUALA LUMPUR: CIMB Bank Berhad and CIMB Islamic Bank Berhad have unveiled the CIMB Visa debit card to support children with cerebral palsy, marking a first-of-its-kind effort in Malaysia.

This pioneering initiative underscores the bank's commitment to fostering inclusion and empowering individuals with disabilities.

Proceeds from this initiative will benefit Gabungan Anak-Anak Palsi Serebrum (GAPS), a non-governmental organisation (NGO) dedicated to providing essential rehabilitation equipment and enrichment programmes for children with cerebral palsy.

For every new Visa debit card issued, CIMB will contribute RM2 to GAPS, ensuring sustained support for the organisation's efforts.

The newly launched card also aligns with CIMB's sustainability goals, featuring recycled PVC materials made from post-industrial waste.

The launch event was officiated by Youth and Sports Minister Hannah Yeoh, who commended CIMB's commitment to social causes.

"In conjunction with International Day of Persons with Disabilities, I am pleased to see CIMB stepping forward with initiatives that extend beyond financial services to create tangible social impact. Such efforts foster inclusivity and inspire collective action for a compassionate society," she said.

Other notable attendees included CIMB Group Consumer and Digital Banking chief executive officer Effendy Shahul Hamid; GAPS president and founder Rafidah Rafizah Ahmad; and national Paralympic athlete Mohammad Ridzuan Mohamad Puzi.

Rafidah highlighted the significant challenges faced by



(From left) Effendy, Yeoh and Rafidah at the launch of CIMB Visa debit card.

families of children with cerebral palsy, especially those from the B40 (low-income) group.

"More than 81 per cent of these families struggle with the high costs of special education, healthcare, and rehabilitation equipment. CIMB's support would ease these burdens, enabling children to thrive and achieve their potential," she said.

The event also saw CIMB presenting rehabilitation equipment to GAPS, reinforcing its dedication to uplifting the cerebral palsy community.

Additionally, CIMB unveiled its first community hub at selected branches, to mark the bank's 100 years of service and to serve as collaborative spaces for NGOs, customers, and the broader community in driving impactful initiatives.

This concept is set to expand nationwide, inviting Malaysians

to engage in meaningful causes.

In this regard, Effendy said: "The community hub reflects our vision of fostering inclusivity and empowering underserved groups. By working together, we aim to create sustainable solutions for pressing community needs."

This initiative reinforces CIMB's position as a bank that goes beyond financial services to create meaningful social impact, fostering a more inclusive and supportive society.

The CIMB Visa debit card is now available at all CIMB branches nationwide. For more information, visit www.cimb.com.my/visadebit.

Community members interested in contributing to initiatives through the CIMB Community Hub can visit the Plaza Damansara branch or submit proposals at www.cimbfoundation.com/pwgrant.