



## **PRESS RELEASE**

**26 May 2023**

### **NEVER GIVE UP – Health Lane Family Pharmacy collaborates with Paralympic Council Malaysia to promote “Never Give Up” spirit in the community.**

Kuala Lumpur, Malaysia – Health Lane Family Pharmacy, one of the largest community chain pharmacies in Malaysia, has announced a collaboration with Paralympic Council Malaysia to promote the message of “Never Give Up” in the local community.

It is observed that many people in the society tend to give up on their dreams and aspirations due to various factors. The lack of self-belief and societal pressures often lead people to work without any passion and merely seek a monthly pay check to survive. The “Never Give Up” message aims to inspire individuals to continue pursuing their dreams and achieve success through trust, self-dedication, and perseverance.

As part of this initiative, Health Lane Family Pharmacy has chosen Paralympic Council Malaysia to drive the Paralympic Movement to greater heights in the country. PCM being the premier organisation in the country for the development of sports for people with disabilities, has achieved great successes in Para-Sports competitions. PCM is now preparing for Paris 2024 Paralympic Games and intends to increase the gold medal count and embarked on TambahEMAS Campaign.

Health Lane has come forward to assist PCM in this campaign. A donation drive will be launched from 1 June to 31 December 2023. The general public is welcomed to be part of the TambahEMAS mission by contributing into the donation boxes placed at all cashier counters of Health Lane Family Pharmacy outlets. In addition, the general public can also donate using PCM QR Code available at these counters. Corporate or group donors are also welcomed. PCM can issue Tax Relief receipts for such donors.

“We believe that great health begins at Health Lane Family Pharmacy, and we also believe that life goals are achievable as long as we fight for them. Through our collaboration with Paralympic Council Malaysia, we want to inspire the community to never give up and strive towards their dreams,” said the spokesperson, Calvin Lau, Marketing Manager from Health Lane Family Pharmacy.

The “Never Give Up” message is also reflected in the quote by Denzel Washington, “If I’m going to fall, I don’t want to fall back on anything except my faith. I want to fall forward. I figure at least this way, I’ll see what’s coming at me.”

Dato Sri Megat, President PCM said, “We are extremely delighted with the support shown by the corporate community for the growth of Paralympic Movement in the country. This initiative will certainly help PCM to strategise ourselves for our mission at Paris 2024 Paralympic Games. Such collaboration between Health Lane Family Pharmacy and Paralympic Council Malaysia can bring about community involvement to inspire individuals to achieve their goals through perseverance and determination. An example befitting our national drive towards Malaysia Madani”.

For more information on the “Never Give Up” initiative and the “TambahEMAS” campaign, please visit Paralympic Council Malaysia’s webpage at: <https://www.paralympic.org.my/sponsors.html> or contact Health Lane Family Pharmacy at 03 4041 9182.

### **About Health Lane Family Pharmacy**

Health Lane Family Pharmacy is one of the largest community chain pharmacies in Malaysia. The pharmacy offers a wide range of health and wellness products, as well as professional pharmacy services to its customers.

### **About Paralympic Council Malaysia**

Paralympic Council Malaysia is a non-profit organization that governs and manages the Paralympic movement in Malaysia. The organization aims to promote sports for persons with disabilities and develop their skills to compete in international sporting events.