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## Media Prima, Sun Life launch 'Baju Raya Lama Baharu' campaign

By **Laraine Juanitha** March 4, 2026 @ 8:56pm



Media Prima Bhd group managing director Datuk Rafiq Razali (second from left) with Sun Life Malaysia Takaful chief executive officer Noor Azam Mohd Yusof (second from right), Media Prima Bhd group chief innovation officer and deputy chief executive officer, television network and content, Amir Rasyidi (left) and Sun Life Malaysia ambassador Alif Satar at the launch gimmick of the 'Baju Raya Lama Baharu' campaign by Sun Life Malaysia during the Tikar Berkat Buka Puasa Sama-Sama event at Balai Berita, Bangsar, Kuala Lumpur. Pic by NSTP/AIZUDDIN SAAD

KUALA LUMPUR: Media Prima Bhd today held a partnership and campaign launch event at the Balai Berita driveway, featuring singer and television host Alif Satar.

The event marked the launch of the Sun Life "Baju Raya Lama Baharu" x "Sama-Sama Berkat" campaign in conjunction with the month of Ramadan.

Also present were Media Prima Bhd group managing director Datuk Mohd Rafiq Mat Razali and group chief financial officer Rosli Sabarudin.

Sun Life Malaysia president and country head Ho Teck Seng said the campaign reflected the company's commitment as a purpose-driven insurance and takaful provider to help clients achieve lifetime financial security and live healthier lives.

"Every year, many pre-loved clothes are left unused because people do not know what to do with them.

"By giving these outfits a new purpose, we are helping more people celebrate Raya with dignity while reducing unnecessary waste," he said.

The campaign is open to all Malaysians to donate well-loved baju Melayu, baju kurung and sampung in any style, colour or size, provided the items are clean and in good, wearable condition.

Ho added that following support from Aeon last year, and with new partner FedEx on board, the initiative would now be extended to Penang and Johor, ensuring more Malaysians can enjoy a meaningful and sustainable Hari Raya celebration.

Sun Life Malaysia brand ambassador Alif Satar said the spirit of sharing during Ramadan and Hari Raya should be embraced by everyone.

"As a father, I believe the best part of Raya is the spirit of sharing. Donating a pre-loved baju may seem like a simple act, but together it brings comfort and joy to those who need it most. I am honoured to support this effort," he said.

Members of the public can stay updated on the campaign's progress and collection points by following Sun Life Malaysia on Facebook and Instagram.

The event concluded with a buka puasa session and prayers attended by senior management, staff and guests from Sun Life Malaysia and Media Prima Bhd, in celebration of Ramadan and togetherness.