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SAYS

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You Can Donate Old Baju Kurung & Baju Melayu Thanks To This Sun Life Malaysia Initiative

There are 18 dedicated drop-off bins in the Klang Valley, Penang, and Johor.



By [Aaron Abel Colin](#) | 05 Mar 2026, 11:24 AM



Sun Life Malaysia recently announced the return of its community-driven 'Baju Raya Lama Baharu 2.0' initiative



The return of the initiative is built on last year's strong response, which saw over 2,000kg of garments collected and refreshed for 100 children.

This year, the campaign expands to Penang and Johor as it aims to benefit 300 underserved individuals including residents of elderly care centres, children's homes, and single mothers.

With the help of FedEx, Sun Life Malaysia is now able to expand this initiative outside of Klang Valley, with the inclusion of Penang and Johor this year



"As a purpose-driven insurance and takaful company, Sun Life Malaysia helps Clients achieve lifetime financial security and live healthier lives. The Baju Raya Lama Baharu campaign reflects our belief that small, collective actions can create meaningful impact," said Ho Teck Seng, President and Country Head of Sun Life Malaysia.

"By giving these pre-loved outfits a new purpose, we are helping more people celebrate Raya with dignity, while reducing unnecessary waste. Building on the support we received last year from AEON, and with the support of our new partner, FedEx, we are now able to extend this initiative to Penang and Johor, ensuring more Malaysians benefit from a meaningful and sustainable Raya experience," he added.

The campaign was officially launched during an iftar event hosted by Media Prima in collaboration with Sun Life Malaysia at Balai Berita on 4 March



During the launch event, Sun Life Malaysia shared updates on the 'Baju Raya Lama Baharu 2.0' initiative alongside senior management representatives from Media Prima, reinforcing the spirit of giving during Ramadan.

The campaign runs from now until 31 March 2026, featuring 18 dedicated drop-off bins across selected outlets of AEON BiG, Sun Life Malaysia offices, and selected locations of FedEx



"After the encouraging response we received last Raya, AEON BiG is delighted to continue this meaningful collaboration with Sun Life Malaysia. Through this initiative, we are able to give donated Raya clothing, collected from at AEON BiG stores, a renewed purpose, while bringing joy to communities in need. We believe when small acts are shared collectively, they can truly create a lasting impact," said Nazwan Effendy Choong, Head of Marketing of AEON BiG.

"Our collaboration with Sun Life reflects FedEx's ongoing commitment to giving back and strengthening communities," said Tien Long, Managing Director, FedEx Malaysia.

Sun Life Malaysia's brand ambassador, Alif Satar, also voiced his support for the initiative.

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

So, if you have old baju kurung and baju Melayu laying around, you can donate them to these locations around Klang Valley, Penang, and Johor:

Klang Valley

- Sun Life Malaysia HQ
- Sun Life Malaysia, First Avenue
- AEON BiG Alamanda
- AEON BiG Ampang
- AEON BiG Danau Kota
- AEON BiG Mid Valley
- AEON BiG Shah Alam Seksyen 23
- AEON BiG Subang Jaya
- AEON BiG Tun Hussein Onn
- AEON BiG Wangsa Maju
- FedEx Kota Damansara
- FedEx Uptown Damansara
- FedEx Wisma New Asia

Penang

- AEON BiG Bukit Minyak
- AEON BiG Prai
- FedEx Bayan Lepas

Johor

- AEON BiG Batu Pahat
- AEON BiG Kluang

All donated garments will be collected, sorted, and distributed ahead of the festive season.