

Dreamr and DHL Express delivered backpacks to two remote schools in Sarawak

For every T-shirt Dreamr sells, it funds a backpack for a student in need



Kuala Lumpur, Aug 21, 2020 ([Issuewire.com](https://www.issuewire.com)) - Dreamr, a social enterprise which focuses on supporting children's education, together with DHL Express, the world's leading international express service provider, delivered backpacks to two remote schools in Sarawak as schools have resumed operation after a long Movement Control Order.

SK Kampung Sawai in Daro and SK Nanga Peraran in Kapit are the first schools to receive brand new Dreamr backpacks for all their incoming students, but Dreamr is committed to funding more backpacks for other remote schools as it continues to sell its products online and through its retail partner A Piece of Malaysia (APOM).

With the support of the Ministry of Education, Dreamr organized a state-wide Malaysian-Wildlife-themed art competition among the most remote primary schools in Sarawak in late 2019. With participation from hundreds of students from dozens of schools, the competition resulted in the creation of T-shirts and other products featuring the winning artwork. Each sale funds backpacks and other school supplies for students in the schools that participated.

"We would like to thank DHL for sponsoring the delivery of the backpacks from KL to Sibu in Sarawak. We look forward to continuing providing much-needed school supplies to remote schools," said Adrian Lafage, Co-founder of Dreamr. "We are also thrilled to be able to finally complete the full cycle of our program, which hopefully inspires young generations to believe in themselves, seeing that even young children from remote schools can create products of value that can, in turn, support their own communities." said the other co-founder of Dreamr, Stan Zabolotsky.

Dreamr has been collaborating with startups, corporates, and the Ministry of Education to create a targeted and meaningful social impact in the education space. Last month, for instance, it collaborated with HappyFresh, Southeast Asia's leading online grocery service provider, to provide healthy breakfast to students at a school in Cheras.

"As the COVID-19 pandemic continues to disrupt daily life in cities across Malaysia, its impact is felt even greater in rural communities. As such, it is more important now than ever for the private sector to contribute," said Julian Neo, Managing Director of DHL Express Malaysia and Brunei. "Our partnership with Dreamr reinforces our purpose of connecting people and improving lives. DHL is proud to be part of the collective effort to support communities in this time of need."

ABOUT DREAMR:

Dreamr is a social enterprise that supports children's education through sales of products inspired by their creativity, as well as through offering turnkey social-impact projects to companies across all industries and sizes in Malaysia.

Through a close working relationship with the Ministry of Education (MOE), Dreamr identifies states, districts, schools, and specific students that need support. We then get quick approvals from MOE for impactful projects that provide educational and social support while accomplishing our corporate partners' CSR and ESG objectives leveraging our agile execution capabilities.

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