

## Avnet Azure Helps Sunbeam Children Shine

After hearing about Avnet Azure's previous community relations efforts, business partner Transmarco Data Systems (TDS) invited the Singapore office to join in plans to brighten the day of children staying at a shelter.

Ten Avnet Azure employees, including Vice President and General Manager William Chu, helped put smiles on the faces of 24 children from broken families staying at the government-subsidized Sunbeam Place Children's Home.

"TDS heard about our employee participation in visiting and delivering groceries to the elderly (see **Employees Visit Singapore's Elderly** article), and asked us to join them and IBM for a half day of games and activities at Sunbeam Place," says Benjamin Tan, channels manager for Avnet Azure. "This initiative was suggested during our regular Avnet Partner On-Board Program planning meetings."

Teamwork was a running theme for the day, with the children divided into four teams for a drawing competition, Snakes and Ladders, bingo, creative dress up and other fun activities. TDS, IBM and Avnet donated prizes including MP3 players, radios, stationery, toys, photo frames and drawing pens. Additionally, the office ordered McDonald's and brought in an ice cream vendor.

"The entire event went well with plenty of buzz and screams not only from the lovable kids but also coming from Avnet, IBM and TDS folks," says Julie Lawandra, marketing manager for Avnet Technology Solutions Asia. "Running the games and preparing the gifts was tiring but the innocent smiles and bright eyes of the kids as they collected their presents and ice cream made it well worthwhile. Working together with our partners was a team-building experience that created an indispensable relationship with a meaningful touch that we will remember always."