

## **First Care Bears Raya Celebration in Malaysia Brings Joy to Children at Resorts World Genting**

**Genting Highlands, 28 March 2026** – In the true spirit of Raya, Resorts World Genting brought festive cheer and meaningful experiences to underprivileged children through its special CSR initiative, Jom Lepak Open House, held in conjunction with the *Jom Raya Kaw Kaw* 2026 celebrations.

Bringing the spirit of giving to life, the initiative welcomed 32 children from Badan Amal Nur Zaharah for a thoughtfully curated Raya outing at the resort today. Set against the colourful backdrop of the Cloudco Entertainment's Care Bears™ themed Raya celebration at Kimhua Atrium, the children were invited to experience the joy of Syawal in a vibrant and uplifting environment inspired by the beloved characters, adding a playful and heartfelt touch to the season.

The children enjoyed a memorable day at the resort, beginning with a scenic cable car ride and a visit to the Skytropolis Indoor Theme Park, where they had fun experiencing a variety of rides and attractions. They were then treated to a special Rumah Terbuka lunch at Jom Makan Street Food where the children enjoyed a warm and welcoming festive meal. This was followed by a series of engaging activities, including meet-and-greet sessions with Cheer Bear and Grumpy Bear, as well as a hands-on Raya Coaster Painting Workshop that encouraged creativity and self-expression. These thoughtfully designed activities brought smiles and laughter, creating a joyful experience that allowed the children to fully immerse themselves in the Raya atmosphere.

The Jom Lepak Open House reflects Resorts World Genting's commitment to giving back to the community while embracing the values of kindness, generosity and togetherness that define the Hari Raya season. The Care Bears collaboration reinforced these values, adding warmth, positivity and a little extra magic to the children's day.

Beyond the CSR initiative, Jom Raya Kaw Kaw 2026 celebration continues to bring energy and colour to Kimhua Atrium. Marking the first-ever Care Bears Raya festive celebration in Malaysia, the experience features themed installations, photo-friendly spaces and interactive activities designed for families and friends to enjoy together. Guests can meet Cheer Bear and Grumpy Bear during weekend appearances, explore the Care Bears Merchandise Pop-Up Booth and browse a range of exclusive themed collectibles.

Shoppers can also take part in the Spend and Participate programme, where qualifying purchases allow a personalised keepsake from the Care Bears Digital Photobooth at Kimhua Foyer. In addition, the Syawal Redemption (Spend and Redeem programme) offers exclusive Care Bears Raya packets, shopping vouchers and limited-edition merchandise, including enamel pins and mugs. Redemption is available at the Information Counter, Zouk Atrium (Level 1) until 12 April.

Adding to the lively atmosphere, daily entertainment at Kimhua Atrium includes the upbeat Raya Mana Dance Show, Raya Robot Show, and traditional performances such as Wayang Kulit, Cak Lempung, Dikir Barat, and more. Throughout the season, traditional Raya dance performances further enliven the space, featuring interactive segments that invite audiences to join in the fun.

Running until 12 April 2026, *Jom Raya Kaw Kaw 2026* brings together meaningful community engagement, engaging activities and cultural performances, offering a Raya experience that is both vibrant and memorable.

For more information, visit [rwgenting.com](http://rwgenting.com) or follow our official media platforms.

– Ends –

**For media enquiries, please contact:**

**Ms. Michelle Wong**

Head – Public Relations & Communication  
Social Commerce and Public Communication  
Genting Malaysia Berhad  
Tel: (603) 6105 9608  
Email: [michelle.wong@rwgenting.com](mailto:michelle.wong@rwgenting.com)

**Ms Mei Yeap Lee Mui**

Assistant Manager  
Public Relations & Media  
Genting Malaysia Berhad  
Tel: (603) 6105 9447  
Email: [mei.yeap@rwgenting.com](mailto:mei.yeap@rwgenting.com)

**About Genting Malaysia**

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM10 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City, as well as Resorts World Catskills and Resorts World Hudson Valley (the latter two are 49%-owned via an associate company), in the United States of America (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi Island.

Located 6,000ft above sea level, RWG is Malaysia's premier hilltop integrated resort. The resort features wide-ranging leisure and entertainment facilities including 10,500 rooms across seven distinct hotels, gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Nestled amidst the mid-hills, Resorts World Awana complements this extensive premium experience with its natural greenery, mountainous golf course, trekking trails, and proximity to key attractions. Moreover, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group), further complements RWG's diverse offerings, solidifying its status as a leading leisure and entertainment hub in the region. As the birthplace of the Genting Group, RWG will host an exciting line-up of promotional events and activities to commemorate the Genting Group's 60th anniversary Diamond Jubilee, offering unforgettable experiences for all.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.

**About Cloudco Entertainment**

Cloudco Entertainment, a portfolio company of IVEST Consumer Partners, is a family and children's entertainment, consumer products, and brand management company, and the owner of iconic lifestyle brands such as Care Bears™, Holly Hobbie™, Madballs™, Boy Girl Dog Cat Mouse Cheese™, Twisted Whiskers™, Buddy Thunderstruck™, and Overlord & The Underwoods™. Cloudco creates, develops,

and produces multi-platform entertainment franchises across all media channels, along with a wide range of consumer products and experiences that engage multi-generational fans, immersing both kids and adults in the brands they love.

### **About Care Bears™**

Introduced in 1982 through consumer products, greeting cards, and later a series of animated television shows and feature films, Care Bears remains one of the most beloved lifestyle properties in the world. With their signature belly badges and endearing messages of sharing, caring, and friendship, the Care Bears from Care-A-Lot continue to inspire multi-generational fans across the globe. The Care Bears first appeared in television specials in 1983 and 1984, followed by a long-running animated series and a successful leap to the big screen with The Care Bears Movie trilogy (1985–1987). Care Bears & Cousins, a Netflix original CGI-animated series, launched in fall 2015. In 2019, the brand introduced a refreshed look and mission with Care Bears: Unlock the Magic, a 50-episode, 2D animated series currently streaming on HBO Max in the U.S. and other key territories, with all-new specials also available globally on Netflix. Celebrating nearly 45 years of global impact, Care Bears continues to thrive as a multi-generational brand with strong retail momentum and a loyal fan base. With a consumer-first approach and an evergreen presence across pop culture, global consumer products, and digital gaming, the brand remains a powerful force for collaboration and expansion.