



Sweet delights: The Heavenly Vanilla and Heavenly Chocolate Paint It Purple cupcakes.

Cupcakes for a kind cause

Proceeds from sale to go to the Pixel Project and WAO

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TO CELEBRATE the opening of their latest 'baby' A Slice of Heaven, a cake kiosk in Pavilion Kuala Lumpur, the directors of Just Heavenly made sure that the celebration was made meaningful by doing something good for the community.

Hence in conjunction with the opening, A Slice of Heaven is offering limited edition Heavenly Vanilla and Heavenly Chocolate "Paint it Purple" cupcakes.

Part of the proceeds from the sale of the cupcakes will go to the Pixel Project and Women's Aid Organisation (WAO).

The Pixel Project is a global charity organisation working to end violence against women.

"The launch is special for us as we have taken the next big step to serve people in Kuala Lumpur. Furthermore, our customer base has always been predominantly women and men who buy our cakes for family, friends and companies and as such we wanted to give

back to our community," said Just Heavenly director Nigel A. Skelchy.

He added that it was the reason why his partners decided to partner Pixel Project to benefit WAO and to extend the message that strong women make for the foundation of a strong society.

The company's two other directors are Allan Yap and Ann Lee.

To push this message through, three people were invited to launch the kiosk at Pavilion recently. Teh Siew Bee who is Allan's mother, Wong Seik Ying, Lee's grandmother and Nur Abdullah who represented Nigel's mother.

"These women represent the strong women and role models we had in our lives. Strong, empowered women shape confident children who become the best they can be," Nigel said.

For those interested in supporting the project, these special cupcakes are available at A Slice of Heaven outlets at Plaza Damansara, Jaya One and Pavilion KL for RM6.90 per cupcake from now until Oct 31.

For details, call 03-2287 9866.



Good response: People queuing up to sample the cupcakes at A Slice of Heaven kiosk at Pavilion recently.