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Press Release

## #iMovewithHP: Learn and Empower with Technology

*HP Inc. Malaysia is giving Malaysians the chance to give back to the community by learning something new*

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**Kuala Lumpur, April 23, 2020** – HP Inc. Malaysia today announced the #iMovewithHP campaign - designed to inspire Malaysians to stay positive and create meaningful connections during these trying times. As we navigate through these unprecedented times, the freedom to go on with our daily lives has been a privilege that not many may enjoy. Knowing how difficult this time has been for some, the #iMovewithHP campaign seeks to bring Malaysians together to call attention to the plight of students who are not able to continue learning from home.

“#iMovewithHP was brought to life to create awareness for communities who lack access to the technology that has become vital in continuing our education and work. We want consumers to understand that access to technology is not something that everyone is able to enjoy, and to join us in reaching out to help affected communities. As part of our call to action of Reinvent Learning, this campaign highlights technology as an enabler for consumers to freely pursue their learning goals while helping those who are unable to do the same for themselves” says Fayza Mohamed Amin, Malaysia’s Managing Director, HP Inc.

To kick things off, HP Malaysia has pledged to donate 30 units of their HP 14 laptop in support of Teach for Malaysia’s efforts to make learning from home possible for everyone. As an independent, non-profit organization, Teach for Malaysia (TFM) is on a mission to give all children in Malaysia the opportunity to attain an excellent education. Teach For Malaysia will identify schools in the Klang valley which have a high population of underprivileged students and work with the school management to nominate families to receive the HP 14 laptops.

“During this period of MCO and extended school closures, Teach For Malaysia’s goal is to ensure that all children in Malaysia will be able to continue learning, no matter their background. According to Education Minister Radzi Jidin, a recent survey of students from 670,000 households found that only 6% have access to a personal computer, and as many as 40% of students don’t own a device for e-learning. As such, Teach For Malaysia has seen a need to ramp up our work in ensuring that students with the least resources are not further left behind,” says Chan Soon Seng, Chief Executive Officer of Teach For Malaysia. The collaboration



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between HP Malaysia and Teach For Malaysia was born from the combined drive to ensure vulnerable communities are able to adapt to the changing education landscape.

In collaboration with popular Malaysian personalities, Jestinna Kuan, Zamaera, Nurin Afiqah and Sean Lee, this Instagram-based campaign aims the public to come together to spark creativity while supporting vulnerable communities in learning and working from home.

To inspire and bring the online community together, the #iMovewithHP campaign will see each content creator launch their own social media challenges in line with their passions. These challenges will encourage their followers to learn a skill set and to share their newly acquired skill on social media tagging #iMovewithHP. This combined community effort will go on to help the less fortunate as for every 50 submissions of this challenge, HP Malaysia will be donating one extra HP laptop to Teach for Malaysia, to be distributed to underprivileged students in the B40 community.

Our star Instagram influencers will be posting their challenges for the public on their individual Instagram pages, so head over to their profiles to check them out! To find out more about this campaign, visit HP Malaysia's Instagram page at [@hp\\_malaysia](#), and we can't wait to see your renditions of the #iMovewithHP challenges!

### **HP 14**

With lightning-fast speeds for day-to-day tasks and lessons, the HP 14 laptop is a perfect companion for any student. Equipped with Windows 10, a high-definition display and pre-installed Microsoft Office\*, the HP 14 will take you on a learning journey of a lifetime. Find out more about HP 14 and other HP devices at [hp.com.my](#), or [authorized partners and resellers](#) including [Lazada](#) and [Shopee](#).

### **About HP**

HP Inc. (NYSE: HPQ) creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at [www.hp.com](#).

### **About Teach For Malaysia**

Teach For Malaysia is an independent, not-for-profit organisation on a mission to provide all children in Malaysia the opportunity to attain an excellent education. We believe that a child's education and future should not be determined by their circumstances in life – so we recruit our country's rising generation of leaders to be part of the solution to the challenges faced by our communities today.

For more information, please visit [www.teachformalaysia.org](#).



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**Alvin Kiang**

Edelman for HP Inc.

+6019 321 2137

[Alvin.Kiang@Edelman.com](mailto:Alvin.Kiang@Edelman.com)

**I-Mae Chua**

Edelman for HP Inc.

+6017 647 0017

[IMae.Chua@Edelman.com](mailto:IMae.Chua@Edelman.com)

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