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SushiVid Launches First CSR Project to Promote Career in Politics in Malaysia

Aims to promote a healthy political ecosystem in Malaysia and empower the younger generation with this project

Kuala Lumpur, March 22, 2023 - SushiVid, a leading influencer marketing platform, announced today the launch of its first-ever Corporate Social Responsibility (CSR) project aimed at promoting a career in politics in Malaysia.

The project, titled "A Career in Politics", aims to address the gap in Malaysian society, where politics is not commonly considered as a career option and there aren't enough young people to pass on the baton. SushiVid believes that a healthy political ecosystem is crucial for a thriving Malaysia and hopes to inspire Malaysians to take an interest in politics and consider it as a viable career choice.

"As an organization, we believe that it's essential to give back to the community and we chose A career in Politics because we believe it could benefit the most from influencer marketing. We aim to use what we know best (which is influencer marketing), to promote a career in politics, to get more young people to consider a career path as a politician," said Foong Yuh Wen, Founder & CEO of SushiVid.

"We have always been passionate about creating a positive impact, and we are excited to launch our first CSR project. We believe Malaysia is at a major inflection point, not only politically, but also economically and we would love to do our part as well. Promoting a career in politics is crucial for a healthy political environment, which ultimately translates to a prosperous Malaysia," enthused Foong.

SushiVid plans to launch a series of initiatives under this project, starting by connecting politicians to influencers to provide the public with the knowledge necessary to spearhead their career in politics. This initiative aims to provide information and resources to aspiring politicians, connect them with experts in the field, and offer them guidance and support in their career paths.

"We are really excited about this project," said Foong. "We believe that by promoting a career in politics, we can contribute to building a better future for all Malaysians."

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About SushiVid

SushiVid is a leading influencer marketing platform that connects brands with influencers to create high-quality influencer marketing campaigns. Founded in 2015, SushiVid has grown to become a leading player in the influencer marketing industry in Malaysia and has worked with some of the biggest brands in the country.

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