

A Spooktacular Halloween, **Courtesy Of UCSI University**

More than 40 underprivileged students of a welfare organisation – Shelter – shrieked in both enjoyment and fright in a Halloween celebration hosted by UCSI University's mass communication students. The "Spooktacular Halloween – Smiles through Spooks" event was a unique one that provided the children of Shelter with the chance of obtaining horror-themed cards, having their nails painted both beautifully and spookily in the nail art booth, as well as having Halloween-related body paintings. To top it off, the event successfully raised RM2,000, in which RM1,500 in cash was donated to the welfare organisation, and the remaining RM500 was used to purchase items for the goody bags given to each child of Shelter. The event, as part of the students' final project for a subject, was to train them in organising a charity event to fundraise using both traditional and social media methods to raise a certain awareness. The media relations representative of this project, Yazfaleeq Yusof, said that the experience was eye-opening, "We wanted to help Shelter in the long run; to do this we needed to get the media to highlight their good work." He added that the team's efforts paid off with the coverage from two major newspapers present during the event. "We really understand mass communications better through this because we did real events and media work even before we enter the working world," he said with a smile.

