

Headline **Everyone has a role to play**
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Green carnival

Tomorrow is The Star's Green Day Celebration 2009 at the FRIM in Kepong. Come with your family and friends and take part in the many exciting activities that have been lined up. >M4



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GO GREEN LIVE GREEN

GREEN DAY CELEBRATION 2009

7th June 2009 (Sunday) • 8.00am - 3.00pm
Forest Research Institute Malaysia (FRIM), Kepong

EVENT HIGHLIGHTS

GENERAL
 8.00am - 3.00pm
 BonusLink Activities & Games
 Publication Sales by The Star
 Face & T-shirt Painting
 Drum Circle
 BRATS
 Car Boot Sale

9.00/10.30am/12.00pm
 Guided Canopy Walks by FRIM
 (registration on first-come-first served basis at Star Booth)

11.00am & 2.00pm
 MNS Nature-Trail Walks - "Karulung Trail"
 (registration on first-come-first served basis at MNS Booth)

10.00/11.00am/12.30pm
 Tree-Climbing Demonstrations

9.40am & 12.40pm
 Live Crossovers by Suria Wheels

STAGE ACTIVITIES
 10.00am - 11.00am
 RedFM's "Shake Our Hands to Win 10 Grand with JD & Dilly"

11.00am - 12.00pm
 Entertainment by TV3 - Alzat AF & TV3 Personalities

12.00pm - 1.00pm
 Kuntum Colouring Contest
 Mascot Appearance

1.00pm - 2.00pm
 Entertainment by Suria FM
 - Farah Asyikin & Fazli Zainal (Malaysian Idol)
 - Azharina

Legend:
 ■ TOILETS
 ■ BOOTHS
 ■ CAR PARK

Sponsors:
 A project by: **Star**
 Anchor sponsors: **BonusLink**, **PHILIPS**
 Venue partner: **FRIM**

Everyone has a role to play

No matter how small, our efforts go a long way to conserve the environment

YIP YOKE TENG



Our contribution: Goon (left) presenting the company's sponsorship to Star Publications (M) Bhd's Head of Advertisement Sales, Chin Seow Ping at BonusLink's office in Kelana Jaya.

DO not ever think that the things you do are too trivial to solve a serious issue like global warming. To use one fewer styrofoam container, opt for e-statement or tell one friend about recycling means a lot to our planet.

However, instead of doing that, many are still giving in to the convenience offered by these items that pollute the environment.

Raising awareness on environmental conservation is a continuous effort but reaching out to the masses is a challenge. As such, a company that can reach 6.3 million people at one go - BonusLink with its vast database - feels obliged to play an active role in making the public more conscious of the issue.

The company has embarked on a number of green initiatives since 2007. First, there was the "7 Swipes to 7 Wonders" whereby BonusLink contributed resources to its GreenEarth programme.

They also took part actively in the Earth Hour initiative by giving out bookmarks to spread the message while its 2008 calendar was filled with photos and captions showing the effects of global warming. Apart from that, members who subscribed to e-statement are rewarded with points.

"We do have the capability to touch base," said BonusLink general man-

ager Victor Goon when interviewed at his office in Kelana Jaya.

Moving forward, the company will collaborate with Malaysian Nature Society in organising three school camps for primary and secondary students from July onwards, at Gunung Jerai in Kedah, FRIM at Kepong and Pulau Kukup in Johor.

BonusLink is also the anchor sponsor of The Star's Green Day Celebration 2009, slated for tomorrow from 8am to 3pm at the Forest Research Institute Malaysia (FRIM), Kepong.

The event will be a great opportunity to apply for e-statement as members will be rewarded with 100 points. Children can take part in the Colour My World colouring session or learn how to make handicraft out of recyclable items. There are also face painting, interactive games and sale of Rubbermaid Chuggable bottles and lunch boxes to spice things up.

Even internally, BonusLink employees are a "green" lot.

"Lights in common areas are switched off during lunch time. Staff take away food with lunch boxes we provide and we have also introduced the Green Idol competition this year to recognise each other's green efforts," he said.

The Star's Green Day Celebration 2009 to take place mainly at the FRIM football field will be abuzz with activities to spread the message of "Go Green, Live Green", the theme this year.

FRIM, the venue partner, will con-

duct canopy walks at 9am, 10.30am and noon as well as tree-climbing demonstrations at 10am, 11am and 12.30pm. Participation is free but do place your name early at the Star's booth on that day.

The Malaysian Nature Society will conduct guided trails on FRIM's Keruing Trail, from 11am to noon and 2pm to 3pm. Each session is limited to a maximum of 20 people on a first-come, first-served basis. Also, learn some recycling tips the fun way via its 3R and water conservation board games.

Bring your old phones of any brand, complete with batteries and related accessories, for recycling at the Nokia booth. For every phone recycled, consumers get to adopt a tree planted in their name in Lombok, Indonesia, and viewable via Google Earth. You will

also stand a chance to win a Nokia phone on the spot.

Philips energy-saving bulbs will be given away at The Star booth and Justlife will demonstrate how to make your own garbage enzyme.

Skateline will show how to do inline staking while WWF Malaysia will collect signatures in support of its ongoing turtle campaign. There's also a Car Boot Sale to do some shopping.

The Permais Recycling Stop will give away a can of Revive drink to the first 200 people who send in recyclable items, including newspapers, magazines, aluminium cans and plastic bottles.

The Drum Circle and BRATS will be there to sizzle up the atmosphere with rhythms while Kuntum will hold a colouring session where chil-

dren can win Kuntum merchandise.

Suria FM and TV3 will provide live entertainment with prominent artistes including Farah Asyikin and Fazli Zainal from Malaysian Idol, Aizat from Akademi Fantasia as well as Karam Singh and Azharina.

The RED FM's Morning Breakfast Crew will also be promoting its popular campaign "Shake Our Hands to Win 10 Grand with JD & Dilly!" at the venue.

Bring your own cutlery and container to savour the myriad of local favourites dished out by FRIM vendors and Ayamas' Meals on Wheels, and be prepared to take home your garbage.

Free shuttle bus services will be provided from the Kepong Central KTM Station to the main entrance of FRIM and back again to Kepong Central.

The route and times are as follows:

Kepong Central KTM > FRIM main entrance at 9am, 10am, 11am, noon, 1pm and 2pm;

FRIM > Kepong Central KTM at 9.30am, 10.30am, 11.30am, 12.30pm, 1.30pm and 2.30pm.

The event is open to the public free of charge. Visitors are encouraged to take public transport as parking bays are limited and do come wearing green to show your love for Mother Nature.

For details on The Star's Green Day Celebration 2009, call 03-7967 1388 ext 1456/1432 (Nelsen/Leong).