

Headline **Reviving the environment with Frim**
Date **01 Jul 2009**
MediaTitle **Malay Mail**
Section **News**
Journalist **N/A**
Frequency **Daily**
Circ / Read **20,816 / 49,000**

Language **English**
Page No **25**
Article Size **136 cm²**
Color **Full Color**
ADValue **1,130**
PRValue **3,390**



(From left) Chew, Hemalatha Ragavan, marketing manager of Permanis Sdn Bhd, and Norhayati Nordin, Frim's head of corporate management, at the handover ceremony

Reviving the environment with Frim

PERMANIS and 7-Eleven Malaysia are taking environmental awareness one step further by contributing RM10,000 to the Forest Research Institute Malaysia (Frim).

The money will be used in the *Revive Your Environment* Fund to promote and implement Frim's environmental and conservation efforts, especially among the younger generation.

Activities in the pipeline include children's 'green' creative workshops and talks on preserving nature.

"Besides the 'Revive Your En-

vironment' campaign, we have switched to degradable plastic bags, launched a 'Go Green' campaign last month and are constantly exploring new means of reducing energy consumption in our stores," said Shereen Chew, advertising and promotions manager from 7-Eleven Malaysia.

7-Eleven gave away free eco-friendly tote bags to customers who purchased 2 x 1.5L bottles of Revive Isotonic drinks. For more information on Frim and the activities under the *Revive Your Environment* Fund, visit www.frim.gov.my.