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Rallying to Mother Earth's aid: (From left) Chew, Hemalatha and Norhayati at the handover ceremony.

A boost for the environment

FRIM receives RM10,000 to set up fund

ENVIRONMENTAL awareness in Malaysia was taken a step further recently when the Forest Research Institute Malaysia (FRIM) received RM10,000 to launch the Revive Your Environment Fund.

The money was contributed by Permanis Sdn Bhd and 7-Eleven Malaysia Sdn Bhd.

The fund will be used 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.

"With this fund, Permanis is happy to partner 7-Eleven and FRIM to further inculcate positive values in environmental awareness and protection. This fund was set up as an extension of our *Revive Your Environment* campaign with 7-Eleven, whereby we gave free eco-friendly tote bags to customers who bought two 1.5litre bottles of Revive Isotonic drinks," said Permanis marketing manager Hemalatha Ragavan.

"Reviving the environment is in line with

the core value of 7-Eleven's corporate social responsibility.

"Besides the 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.

"We're glad to have Permanis as a partner, and would love to see more concerted environmental efforts in the near future," 7-Eleven Malaysia advertising and promotions manager Shereen Chew said.

FRIM corporate management head Norhayati Nordin, who received the donation on behalf of her organisation, said: "FRIM is always happy to partner individuals and corporations to further promote awareness and efforts on environmental protection in our country.

"We are pleased that Permanis and 7-Eleven have both taken up this noble call to educate the younger generation on this front."

For more information on FRIM and the activities under the Revive Your Environment Fund, log on to www.frim.gov.my.