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## Firms join hands to raise environmental awareness

**PERMANIS** Sdn Bhd and 7-Eleven Sdn Bhd recently contributed RM10,000 to the Forest Research Institute Malaysia's (FRIM) "Revive Your Environment Fund".

The partnership between Permanis, 7-Eleven and FRIM is aimed at inculcating positive values in environmental awareness and protection, especially among the younger generation through FRIM's environmental and conservation efforts - namely children's "green" creative workshops and talks on preserving nature.

"The fund was set up as an extension of the "Revive Your Environment" campaign with 7-Eleven, where we gave away free eco-friendly tote bags to customers who purchased two 1.5L 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," said 7-Eleven's advertising and promotions manager, Shereen Chew.

"Besides taking part in 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," said Chew.

"FRIM is always happy to partner with individuals and corporations to further promote awareness and efforts on environmental protection in our country," said FRIM corporate management head Norhayati Nordin.

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

For more information on activities under the *Revive Your Environment Fund*, log on to [www.frim.gov.my](http://www.frim.gov.my).