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Company commits to green drive
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Going green: The participants assigned to the Malaysian plot all ready to plant trees.

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Fitness First does its bit for Mother Nature

FITNESS First teamed up with the Forest Research Institute Malaysia (FRIM) recently in conjunction with their Planet First community project to give back to Mother Earth.

The event started off with a 30-minute hike to the site to plant the tree saplings.

Members then joined in to form the words 'FF' as its Global CEO Collin Wagget was in a helicopter to view the event from the sky.

Wagget later joined in the festivities and planted a tree of his own.

Blocks of land at the site were cordoned off to represent all the different countries in which Fitness First is operating from in Asia.

To engage the participants and encourage teamwork, they were then randomly split into groups and set off to plant tree saplings in the country they were assigned to.

Joining in the community event were Zenny Lyn, winner of the Biggest Loser Asia 'At Home' contest, Fitness First members in Malaysia and its senior management staff across Asia.

Fitness First Asia managing director Simon Flint said: "As community is one of our values, we have a responsibility as an organisation to give back to the society it operates in, and to emphasise our commitment to not only health and fitness, but to the environment as well.

"We want to highlight that Fitness First does not just want to make the world a fitter place, but also a greener one."

A total of 150 tree saplings were planted that day.

Fitness First Asia, together with FRIM, has committed to planting a total of 300 trees over the course of three years as part of their community project.