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Greening the earth

Company plants trees at Bukit Sg Puteh forest reserve

SHAKLEE Malaysia took a step further in its corporate social responsibility campaign, "A Million Trees. A Million Dreams" by working with the Forestry Department Peninsular Malaysia to plant trees at the Bukit Sungai Puteh Forest Reserve in Cheras recently.

Company general manager Victor Lim said they had always believed in the importance of environment protection and conservation through the planting of trees.

"Today's event is another example of our long-term commitment to help preserve the earth for our future generations and we are especially proud to be working

with the department on this programme," he said.

Bukit Sungei Puteh Forest Reserve has been earmarked to be developed into an educational forest park by the Forestry Department since 1993.

It is the first such park to be equipped with facilities for the disabled and work is under way to make the park disabled-friendly.

In view of this, the company has also sponsored a trail measuring 226m in length as part of the effort to ensure that the park is equipped with facilities that can be used by all visitors including the disabled.

Lim said the company decided to work with the Forestry Department as it felt that co-operating with the government agency would help to increase awareness on environmental degradation and the need to plant trees.

Apart from that, Shaklee also supported the government's 26 Million Trees Planting campaign launched recently.

Shaklee has pledged a three-year commitment to work with the Forestry Department in planting trees at the forest reserve.

Deputy Natural Resources and Environment Minister Tan Sri Joseph Kurup said they valued the importance of corporate compa-

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nies taking part in tree planting programmes.

In 2009, Shaklee Malaysia launched its environmentally conscious corporate social responsibility campaign, "A Million Trees. A Million Dreams".

It kicked off the first stage of its campaign by collaborating with the Forest Research Institute Malaysia (Frim) to plant trees at the Kepong Botanical Garden, which used to be a mining area and is currently being developed into a recreational and educational public park.

The event with the Forestry Department marked the campaign's second stage and the company has pledged to carry on with its effort to green and preserve the earth.



It is a start: Joseph Kurup (left) and Lim (right) at the tree planting site.