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# Marking 30th year with trees

## Company launches campaign to educate children on maintaining flora and fauna

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**I**N CONJUNCTION with its 30th anniversary, Tele Dynamics Sdn Bhd launched their Toshiba e-Studio Empower the Environment Tree-Planting Green Campaign recently.

The campaign is a tree-planting project at the Kepong Botanical Gardens located adjacent to the Forest Research Institute Malaysia (FRIM) in Kepong, Kuala Lumpur.

During the launch which was officiated by the senior management staff of the company and representatives from FRIM, 30 pupils from SRK Sri Nobel planted 50 trees at the site.

The programme also aims to educate schoolchildren on the importance of maintaining tropical flora and fauna as well as adopting environmental practices during the early years.

The schoolchildren were also taken on an educational tour by the FRIM rangers at the FRIM Dipterocarp Arboretum Museum.

In the campaign, Tele Dynamics imaging division pledged to plant one tree at the Bukit Hari Tree Reserve Project for every Toshiba e-Studio Multi-Function Printer System sold with a target of 500 trees within four months beginning April.

The pledge is also in line with the Toshiba Group's 1.5 million Tree-planting Project – a worldwide forest development project to mark the 150th anniversary of Toshiba Group – to be completed by 2025.

As 2011 marks the International Year of Forests, the e-Studio campaign is also being held as part of the 40th World Forestry Day programmes that were launched by FRIM recently.

Tele Dynamics Group executive director C.K. Chong said over the years Toshiba had taken a positive approach by minimising waste, reducing energy consumption and using recycled materials in its manufacturing and business process.

"This campaign marks our commitment to the people and the future generations of Malaysia.

"With this campaign in collaboration with FRIM, we hope that our

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sponsorship can help to contribute to our community that has helped us grow and succeed," he said.

"We are confident that we will meet our target of planting 500 trees and this is in support of the Toshiba Group's 1.5 million trees worldwide," he added.



**Greening the environs:** Pupils from the SRK Sri Nobel planting trees during the Toshiba e-Studio Tree Planting Eco-Project launch at Taman Botani Forest Research Institute of Malaysia.