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Towards a green, green world

Firm organises tree planting at Bukit Sungei Puteh Forest Reserve

AS PART of its effort to educate Malaysians on the importance of environment conservation, Shaklee Malaysia (Shaklee) together with the Forestry Department Peninsular Malaysia (FDPM) organised a tree planting event at the Bukit Sungei Puteh Forest Reserve in Cheras recently.

The event was launched by deputy Natural Resources and Environment Minister Tan Sri Joseph Kurup and was attended by ministry and government officials, including guests and media members.

Shaklee South-East Asia regional general manager Victor Lim said that reversing the unprecedented loss of biodiversity and saving the planet required the effort of everyone.

"Working with the Forestry Department on planting trees in this forest reserve is part of Shaklee Malaysia's effort in mitigating residual carbon emission, while hoping to create valuable wildlife habitats and a forest park for people to enjoy and learn from."

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

Once opened to the public, it will be the first park to be equipped with facilities for the disabled.

The three-year cooperation between Shaklee and the department started last year with Shaklee sponsoring RM10,000 worth of trees and a trail measuring 226 metres in length as part of its initiative to help equip the park with necessary facilities for the use of visitors.

Lim said that there have a better chance of creating awareness about the environment among Malaysians

by working with government agencies.

"We are happy to support the Government's 26 million tree planting campaign, and hope that our contribution will go a long way in making Malaysia a better place to live in for our future generation."

Shaklee is not new to tree planting efforts.

Its head office, Shaklee Corporation in the United States launched "A Million Trees. A Million Dreams." campaign in 2006 with a goal of planting one million trees across the United States and Canada.

To-date, over a million trees have been planted in North America.

In 2009, Shaklee Malaysia launched its own environmentally conscious corporate social responsibility campaign by collaborating with the Forest

Research Institute of Malaysia (FRIM).

Together with its distributors and families, Shaklee Malaysia kicked-off the campaign by planting trees at the Kepong Botanical Garden, a former mining area that is currently being developed into a recreational and educational park.

FDPM deputy director general Datuk Masran Mohd Salleh applauded Shaklee's effort in greening the earth.

"We welcome corporate companies to work with us to develop forest reserves into educational parks for the public and to save forests in the country from degradation.

The event also saw the participation of school children in planting trees at the forest reserve.

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—DATUK MASRAN MOHD SALLEH

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Starting young:
A few of the school children taking part in the tree planting event.



Dig in: Kurup (right) planting a Rambai Hutan tree with Lim (left) while Masran looks on.