

Headline	Aeon plants 10 millionth tree		
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Aeon plants 10 millionth tree

CONSERVATION:

Worldwide initiative started in 1991 with one million trees planted across 10 countries

JOHOR BARU

johor@nst.com.my

AEON planted its 10th million tree under its Aeon Hometown Forests Program recently.

The worldwide initiative was started in 1991 by the Aeon Environmental Foundation which saw a total of one million people planting trees on the premises of Aeon stores and other areas across 10 countries — Australia, Cambodia, China, Indonesia, Japan, Kenya, Laos, Thailand, Vietnam, and Malaysia.

To herald the opening of the new Aeon Mall in Kulaijaya in November, an additional 9,027 trees were planted together with 800 participants from all walks of life.

These included schoolchildren, members of the local community, government agencies, university students and Aeon business partners. Guest of honour at the event was Menteri Besar Datuk Seri Mohamed Khaled Nordin.

More than 65 species of trees and shrubs were planted in order to maintain and preserve the ecosystem in the area.

Themed "10 million trees with

customers," the tree planting festival kicked off at Aeon Mall Tsukuba in Japan in March, and over the last few months was extended to many other countries.

In Malaysia, the first tree under the Aeon Hometown Forests Program was planted at Aeon Malacca Shopping Centre in 1991 when the store first opened.

Trees like gaharu, saga, tualang and cengkih were selected because these were the native trees of the region.

"Today, we are proud to announce that Aeon Malaysia has planted over 450,000 trees throughout Malaysia," said Aeon Co (M) Bhd managing director Nur Qamarina Chew at the tree planting session in Aeon Kulaijaya.

The foundation started hosting tree-planting initiatives in the early 90's to restore forests that have been damaged by natural disasters.

One of the foundation's initiatives was the implementation of the Great Wall Tree Planting project in Beijing from 1998 to 2010 which had 15,000 volunteers from Japan and China

planting 10 million trees.

During the Great East Japan Earthquake, the trees planted under the Aeon Hometown Forests helped lessen the damage of some of the Aeon stores by blocking floating materials from the tsunami.

"With the world's forests being destroyed by man and natural disasters, a harmonious coexistence between nature and man has become a global challenge. Realising this, we at Aeon are determined to continue our tree planting efforts to ensure mother natures is safe for the future," said Nur Qamarina.

"Together with the Forest Research Institution of Malaysia (FRIM), Aeon has also unveiled a new Aeon Educational Forest area."

This is located at the shopping centre itself and designed for children and students to explore, research and learn about the various forests and fruit trees as well as herbal plants.

"We hope to make people more aware of the importance of preserving nature," she said.

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An Aeon logo signifying that 10 million trees have been planted by the company.



Aeon employees at work during the tree planting event.

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Qamarina Chew (left) with participants watering the plants.



Children and an Aeon employee working together to preserve the environment.

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Those participating in the **tree-planting expedition** having an enjoyable time connecting with nature.