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Giving back to nature

Over 1,000 people from Malaysia and Japan plant trees in Perak

MORE than 1,000 nature lovers and environmentalists from Malaysia and Japan took part in a tree planting activity – 'Forest Tree Diversity Planting.'

Organised by Aeon Co. (M) Bhd, it is an effort to create the Malaysia-Japan Friendship Forest in Bidor, Perak.

Aeon spearheaded this initiative to contribute to Forest Research Institute (FRIM)'s continuous effort in rehabilitating and re-greening the former tin mining area.

Its managing director Nur Qamarina Chew said they were proud to announce that Aeon has planted approximately 0.5 million trees throughout Malaysia and over 10 million trees worldwide.

"We made tree-planting during store openings a tradition and Aeon Melaka shopping centre marks the first store to open with 50,000 trees planted around its vicinity in 1991.

"Some of our other notable efforts include Paya Indah Wetlands, whereby we planted 25,000 trees, a collaboration with World Wildlife Fund to

plant 1,000 trees at Aeon's

Reforestation & Rehabilitation of Orang Utan's Habitat in Sabah, and a collaboration with FRIM and the Selangor government to preserve the Firefly Park in Kuala Selangor," she said in her speech during the tree planting initiative recently.

The event also saw generous support from various sponsors such as Aeon TopValu, Milo, DKSH Marketing, Chuan Sin, LB Food, Hup Seng, Lotte, Ajinomoto, Lam Soon, Julie's and Permanis.

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– NUR QAMARINA CHEW

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- ❶ Schoolchildren planting trees during Aeon's Forest Tree Diversity Planting initiative in Bidor.
- ❷ Sultan of Perak Sultan Nazrin Shah (centre, in beige) talking to some of the children who took part in the event.