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Utilising power of water

UNDER its "Water For Life" most popular attraction being the Water Park.

programme, Coca-Cola is working with Yayasan Kemanusiaan Muslim Aid Malaysia (Muslim Aid) to rehabilitate an area of peat swamp of the Kluang Forest Reserve in Johor.

The goal of the project is to increase water reserves in the area by rehabilitating degraded peat swamp forest to a level where it would hold more water, leading to an increase of biodiversity through planting of selected trees.

This will take place in collaboration with the communities of Kampung Mukim Air Hitam, who will later be able to engage in ecotourism activities as a result of the rehabilitation.

To give them a glimpse into the potential of tourism and how to appreciate water, 80 children and 40 adults from the community were recently taken on a trip to Legoland Malaysia Resort. Together with the team from Muslim Aid, they spent seven hours at the resort, with the

"Giving the community an opportunity to experience Legoland was a fun and educational experience," said Coca-Cola Malaysia public affairs and communications director Kadri Taib.

"They could appreciate how the presence of water can bring so much enrichment as compared to the lack of it."

The peat swamp rehabilitation project is a collaborative effort that involves the Forest Research Institute Malaysia (FRIM), Forestry Department representing the Malaysian government sector, Muslim Aid from the civil society and The Coca-Cola Company from the private sector as the funder of the project.

FRIM and the Forestry Department will provide technical advice, restoration and rehabilitation work while Muslim Aid will coordinate and manage the project and community outreach.



The community from Kampung Mukim Air Hitam enjoying themselves at Legoland recently.