

NEWS CLIPPING

| | |
|---------------|----------------------|
| EVENT | YOU PLEDGE, WE PLANT |
| Publication | THE SUN |
| Page/ Section | |
| Date | 3 AUGUST 2016 |
| Time | |

You pledge, we plant

7-ELEVEN Malaysia is running an exclusive social media campaign, "You Pledge, We Plant" on Facebook as part of its corporate social responsibility (CSR) effort to reduce carbon footprint.

The call-to-action campaign invites the public to join the movement. For every 10 pledges received, a tree will be planted. The campaign is a joint initiative with the Malaysian Nature Society (MNS).

SPREADING AWARENESS
7-Eleven Malaysia general manager of marketing Ronan Lee (pic, right) said, "Keeping in line with our Community Care Programme 3 main areas of focus, this campaign encompasses all of it as our climate change initiative educates the public about the effects and ways to combat it, thus benefiting our environment and society when

more trees are planted."

EDUCATE TO CARE
Together with MNS, 7-Eleven Malaysia will publish daily posts to educate the public on the impact of climate change. Aside from that, both companies will be carrying out tree-planting sessions nationwide.

"Through this engagement with 7-Eleven Malaysia, we hope that this campaign will educate and engage more people to be concerned about the effects and be aware of what can be done to reduce our individual carbon footprint," shared MNS president Henry Goh.

To pledge, visit 7-Eleven Malaysia's official Facebook page at www.facebook.com/7ElevenMalaysia or search the hashtag #YouPledgeWePlant. The campaign ends on Aug 10, 2016.



Goh and Lee at the launch of the 'You Pledge, We Plant' campaign.