

NEWS CLIPPING

EVENT	ONE TREE TO BE PLANTED FOR EVERY 10 PLEDGES COLLECTED DURING CAMPAIGN
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One tree to be planted for every 10 pledges collected during campaign



Goh (left) and Lee holding up a poster for the 'You Pledge, We Plant' CSR programme which ends on Aug 10.

CONVENIENCE store operator 7-Eleven Malaysia is working with the Malaysian Nature Society (MNS) on a climate change education and action programme entitled "You Pledge, We Plant".

The programme is being run on Facebook, and the public are encouraged to pledge to the cause and reduce their carbon footprint such as by turning off the lights when not in use.

The campaign, which ends on Aug 10, seeks to educate the public on the impact of climate change via daily posts and will culminate in tree-planting sessions nationwide by volunteers from 7-Eleven Malaysia and MNS.

To participate, visit 7-Eleven Malaysia's official Facebook Page (7ElevenMY) or search for the hashtag #YouPledgeWePlant and commit to the pledge. At the end of campaign, a tree will be planted for every 10 pledges received.

This corporate social responsibility campaign is one of many carried out by 7-Eleven Malaysia under its Community Care programme.

7-Eleven Malaysia marketing general manager Ronan Lee said:

"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.

"Our workforce also gets to play a part in spreading the message and have a fun day out during our tree planting exercise."

"Our ecosystem is being threatened by climate change and more than 35% of the world's mangroves, the front line against climate change, are already gone.

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

He added, "Every little bit helps our environment, from the support of individuals to make the pledge to corporate heroes such as 7-Eleven Malaysia, as our future generations are dependent on us doing something now to save our planet."

For details, log on to www.7eleven.com.my or follow 7ElevenMalaysia on Facebook.