



PRESS RELEASE

30th January 2015

ROOTS & SHOOTS MALAYSIA PRESENTS "REASONS FOR HOPE", A TALK BY DR. JANE GOODALL

In her inaugural visit to Malaysia, world-renowned primatologist, conservationist, anthropologist and UN Messenger of Peace, Dr. Jane Goodall gave a talk titled "Reasons for Hope" at Berjaya Times Square Hotel, KL on Friday, 30th January 2015 to an audience of more than 2,000 comprising mainly the youth community of Malaysia.

The talk was proudly presented by the newly-launched Roots & Shoots Malaysia, a youth programme founded by Dr. Jane Goodall, with the support of Berjaya Youth (B.Youth), a youth empowerment initiative set up by Berjaya Corporation Berhad. Dr. Jane Goodall spoke to the youths on her reasons for hope for our planet's future.

Dr. Jane Goodall is widely known for her environmental and humanitarian work spanning over 50 years. She first set foot on the shores of Lake Tanganyika, Tanzania which is now known as the Gombe Stream National Park in July 1960, to embark on an important study of wild chimpanzees. From then on, her advocacy on behalf of chimpanzees and the environment started to grow, raising huge awareness from all quarters for the causes. Today, Dr. Goodall focuses on giving inspiring talks and speaking on behalf of endangered species, particularly chimpanzees and encouraging people to do their part to make the world a better place for people, animals and the environment.

At the end of the talk, Dr. Jane Goodall officially launched the Roots & Shoots programme in Malaysia. This was facilitated by the grant of RM500,000 donated by Tan Sri Dato' Seri Vincent Tan through the Better Malaysia Foundation. Dr. Jane Goodall was also the recipient of the Better Malaysia Foundation Personality of the Year Award 2014 presented to her at the annual Berjaya Founders Day event in early 2014. Furthermore, Roots & Shoots Malaysia will partner with Berjaya Youth to promote volunteerism amongst youths in Malaysia.

Any schools, organisations, or societies interested in collaborating with Roots & Shoots Malaysia, kindly contact Mr. Jyunichi Washizaki on 03-20110359 or jyunichiwashizaki@gmail.com

Follow us on Instagram @rootandshootsMY and for social media, our hastags for this event are #reasonsforhope #rootsandshootsMY #janegoodallKL

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About Roots & Shoots

Jane Goodall's Roots & Shoots is a programme of the Jane Goodall Institute (JGI). The programme, which began in 1991, is about making positive change happen for people, animals and the environment. With more than 150,000 members across 130 countries, the Roots & Shoots network connects people of all ages who share a desire to create a better world. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe.

Roots & Shoots members take action all over the world, wherever people come together with a common desire to make a difference – in classrooms, home schools, nature centers, neighbourhoods, refugee camps, zoos, scout troops and beyond. This powerful, youth-driven network fosters a fun, flexible and supportive environment where young people and adults alike come together to share ideas and inspiration, implement successful community service projects and participate in special events and global campaigns.

Roots & Shoots offers a wealth of resources and networking opportunities for kids, teens, parents, educators, college students, group leaders and supporters alike. The uniquely-designed programme connects people of every age, race, culture, religion or economic background in a vibrant global network and offers opportunities for every individual to:

- Learn about environmental, animal and humanitarian issues affecting our world
- Share insights, ideas and inspiration for making positive change
- Grow in ways that enrich lives - as individuals, as members of the local community and as global citizens of our world

The aim of Roots & Shoots Malaysia is to activate the “seeds of goodness” within young people through programmes centred on animals, the environment and community.

To know more, please visit <https://www.facebook.com/rootsandshoots> and <http://www.rootsandshoots.org/>

About Berjaya Youth (B.Youth)

Berjaya Youth (B.Youth) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia which aims to enable Malaysian youths to make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal.

Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects that nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values, while embracing diversity along the process.

Some of the existing and upcoming exciting B.Youth projects include the annual Berjaya Youth Short Film Competition, Berjaya Youth - Stop Hunger Now Meal Packing Event, Epic Homes Build Project, It's Pawssible Campaign (an animal welfare project), Eco Tioman Island Clean-Up Day, TEDxYouth@KL as the ideas partner and many more.

For further information, please visit www.facebook.com/berjayayouth or www.berjayayouth.com.

For media enquiries, please contact Mr Jyunichi Washizaki of Roots & Shoots Malaysia at 03-20110359.