

For Immediate Release

**“Wild About Arts!” Exhibition
An Awareness Campaign of Endangered Malaysian Wildlife
15 – 17 April 2016 @ LG Concourse, Berjaya Times Square, KL**

Kuala Lumpur, 15 April 2016 – Berjaya Youth (“B.Youth”), a youth empowerment initiative by Berjaya Corporation Berhad, and Roots & Shoots Malaysia (R&S), a youth programme founded by world-renowned primatologist, conservationist and UN Messenger of Peace Dr. Jane Goodall, jointly organized the “Wild About Arts! – An Awareness Campaign of Endangered Malaysian Wildlife” campaign which focused on raising awareness of the 3 endangered Malaysian species ie. the Green Turtle, Orangutan and Asian Elephant.



Between September 2015 and January 2016, B.Youth and R&S roped in the support of the relevant NGO partners ie. the Turtle Conservation Society, Orangutan Appeal UK and Department of Wildlife & National Parks to organize awareness talks related to the 3 endangered species at 20 participating schools in the Klang Valley, Selangor and Negri Sembilan. In conjunction with that, we also engaged the students by organizing arts workshops which enabled them to come up with creative artworks revolving around the 3 endangered animals. Waste materials that are appropriate for recycling or upcycling were strongly encouraged in the process of their creative work.

Outstanding creative work shortlisted from among the students were given the opportunity to be showcased at the “Wild About Arts!” Exhibition at the LG Concourse of Berjaya Times Square KL from 15 – 17 April 2016.

It is heartening to note that over 90 creative pieces in the form of drawings, paintings and sculptures were submitted by students aged 6 to 24, including a turtle measuring 7ft x 7ft made completely out of recycled materials. It is noteworthy that many of these creative pieces were the outcome of team work among the students with the guidance of their teachers.

There would be 69 pieces of creative artwork involving the combined efforts of 181 participants from 14 schools and 1 university. All the participants received a certificate of achievement for their respective contributions.

Many students from these participating schools turned up with their family and friends at the exhibition. The 3 NGO partners were each given a booth to publicize the causes of the 3 endangered animals.

“Berjaya Corporation Berhad has been very actively supporting various causes all these years, including animal welfare. The students’ involvement in the process of creating the artwork has raised their awareness and care for the endangered animals. The emphasis on waste materials for their creative artwork is a step in line with environmental protection. All these are especially meaningful as the 46th Earth Day will be celebrated worldwide on 22 April 2016,” said Judy Tan, Senior General Manager of Corporate Communications Division, Berjaya Corporation Berhad.

“We are indeed very thankful to the participating schools, teachers and students for their keen enthusiasm in this project. All the creative artwork would not have been possible without the students’ efforts coupled with the guidance and support of the teachers and our NGO partners,” added TP Lim, President of Roots & Shoots Malaysia.

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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 which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Other than the Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife, some of the past and upcoming exciting projects include Berjaya Youth Short Film Competition, Stop Hunger Now Meal Packing Event, Reasons For Hope – A Talk by Dr. Jane Goodall, 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.

About Roots & Shoots Malaysia

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

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