



PRESS RELEASE
15 January 2015

**BERJAYA YOUTH PARTNERING NEWLY-FORMED ROOTS & SHOOTS MALAYSIA
TO PRESENT "REASONS FOR HOPE" TALK BY DR. JANE GOODALL**

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

The talk is proudly presented by the newly-formed Roots & Shoots Malaysia, a youth programme founded by Dr. Jane Goodall, in partnership with Berjaya Youth (B.Youth), a youth empowerment initiative set up by Berjaya Corporation Berhad. Dr. Jane Goodall will be speaking to the youth on conservation issues and her reflections as well as 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.

In honour of her relentless efforts, Dr. Jane Goodall was awarded The Better Malaysia Foundation Personality of the Year Award 2014 by Tan Sri Dato' Seri Vincent Tan during the annual Berjaya Founder's Day event in early 2014. The Better Malaysia Foundation Personality of the Year Award, with a cash prize of RM500,000, is given annually by Better Malaysia Foundation to honour an individual or organization in recognition and acknowledgement of their commitment towards supporting and providing assistance to the less fortunate communities.

Berjaya Youth is very glad to embark on its first partnership with Roots & Shoots Malaysia which will be giving many Malaysian youth an opportunity to listen to Dr. Jane Goodall, a world-renowned authority who actively travels around the world to share her passionate views on how we can all make a difference to the world we all share.

During her visit to Malaysia, Dr. Jane Goodall will also be launching Roots & Shoots Malaysia' tie-ups with several organizations which have kindly agreed to join in the bid to further propagate the causes she herself and Roots & Shoots deeply believe in.

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.

Attendance to the special talk by Dr. Jane Goodall on 30 January 2015 is by invitation only. 30 tickets are exclusively offered to the readers of **(The Star/The Sun)**. Interested individuals may contact B.Youth team leaders at Kalpana@berjaya.com.my or joanne.soo@berjaya.com.my to secure the tickets.

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About Roots & Shoots

The Roots & Shoots programme, founded by Dr. Jane Goodall in the early 1990s, is about making positive change for people, animals and the environment. With more than 150,000 members across 130 countries, the Roots & Shoots network connects youths of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe.

Roots & Shoots adopts a flexible model that allows members customise projects to meet their individual and group needs. Roots & Shoots members take action all over the world, where people come together with a common desire to make a difference. The 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 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

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 019-2758890 or Ms Emily Tan of Berjaya Youth at 018-3723062.