

A green initiative

Apparel brand to donate 5% of its sales revenue to MNS

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 Photo by **P. NATHAN**

JEEP Apparel, through its recently launched World Environment Day Charity Drive, will donate 5% of its sales revenue to Malaysian Nature Society (MNS) between July 1 and Sept 30.

Proceeds from the sales will be channelled to the MNS Green aid fund, which in turn will be used to raise awareness and conserve environmentally sensitive areas, key habitats and species in Malaysia.

One of MNS' key initiatives is their on-going campaign and lobbying to protect the Malaysian rainforest.

Activities for the charity drive include a series of roadshows themed 'Live Without Limits Tour 2012', which is aimed at enhancing awareness, educating the public on the importance of conservation and encouraging customers

to do their bit for nature.

The charity drive was launched and witnessed by Jordone Corporation Sdn Bhd senior management, MNS representatives as well as actress Maya Karin.

"We are aware of the need to take the lead in encouraging our customers to support this great cause, not only during this campaign but also by adopting simple practices such as reducing wastage and recycling to help preserve nature," said Jordone Corporation Sdn Bhd chief operating officer Eric Loke.

MNS has been concerned with the conservation of the 130 million-year-old Belum-Temenggor Forest Complex (BTFC).

However, only one third of the refuge is protected and the remaining two thirds of the Temenggor Forest Reserve remain vulnerable to a host of threats, particularly logging and poaching.

The objective of the campaign is to advocate for the protection of



Latest collection:
 (From left) Loke, Jordone Group of Companies founder Frankie Siow, Maya Karin and Mohamed Shah Redza holding Jeep Apparel's T-shirts.

the Temenggor Forest Reserve, to preserve the integrity of the Belum-Temenggor Forest Complex as an intact forest landscape, as well as to increase enforcement on wildlife hunting and trade.

MNS executive director Mohamed Shah Redza Hussein said, "It is time to wake up and call for action, starting from ourselves, by taking small but

important steps."

Synonymous with Jeep Apparel's tagline, Live Without Limits, the latest collection is a tribute to the rugged and adventurous soul, yet perfect for the urbanites' lifestyle.

The designs are bold yet understated in style, combining bright hues of orange, yellow and blue, with basic colours of brown and khaki.

When asked if eco-friendly dyes were used, StarMetro was told that while the dyes were not entirely eco-friendly, they were not harmful to the environment.

The 'Live Without Limits Tour 2012' will feature special discounts on products.

For details, visit www.facebook.com/JeepApparelMY



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