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Johor Bahru	Mar 23 & 24	Persada Convention Centre

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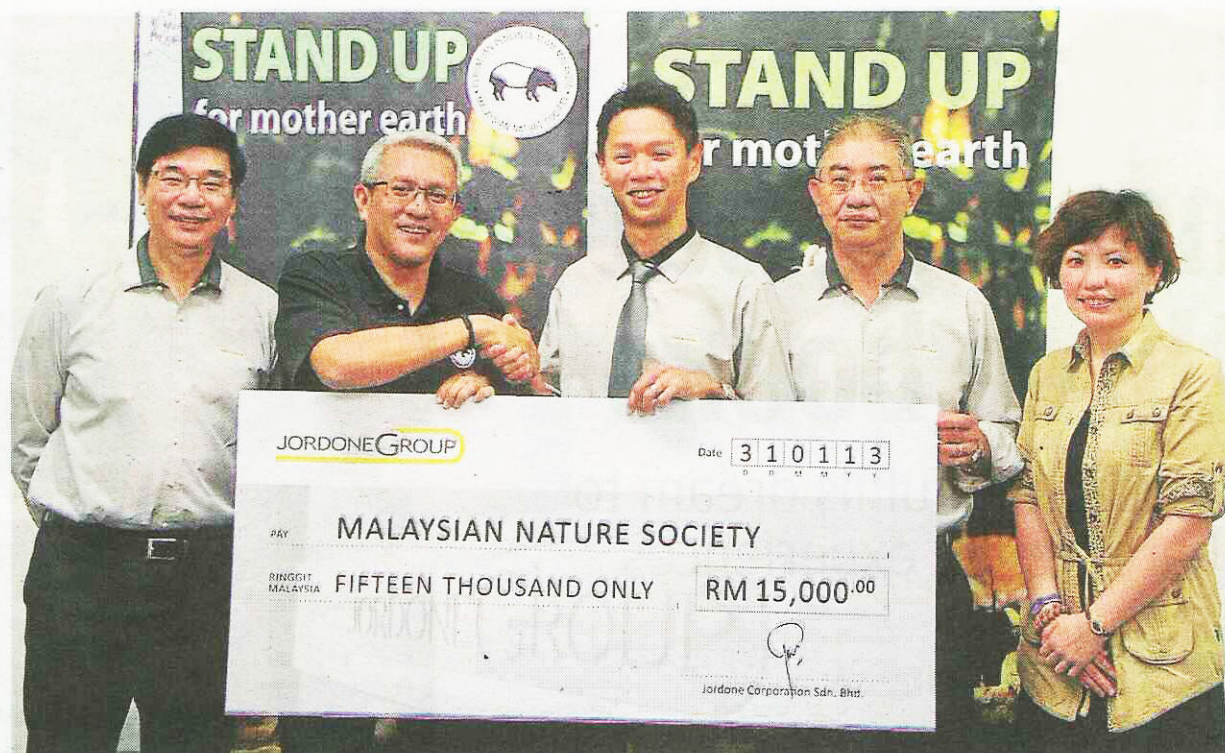
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Thank you: Loke (centre) presenting the cheque to Mohamed Shah. With them are (from right) Jordone Group's merchandising manager Niki Leng Sow Wai, executive director J.K. Chua and chief financial officer Simon Chiew Man Wei.

JEEP Apparel, an international casual wear brand, recently presented a cheque for RM15,000 to the Malaysian Nature Society (MNS) to help its mission of preserving and conserving the environment.

The cheque presentation ceremony was held at the MNS head office in Jalan Kelantan, Kuala Lumpur, and was witnessed by the senior management teams of the Jordone group and MNS.

Jordone Corporation Sdn Bhd chief operating officer Eric Loke said the impact of global warming and climate change affected society as a whole and the business community should work together to preserve the environment.

"We all need to help preserve the environment to ensure a better future for our future generations. We are proud to donate this money to the MNS to support their efforts in the conservation of our natural heritage," Loke said.

"Jordone is proud to be channelling part of its sales revenue from this campaign to MNS", he added.

The money was collected through Jeep's World Environment Day charity drive from July to October last year.

Wearing the message right

Casual wear brand presents RM15,000 raised in green campaign to MNS

The campaign was organised to raise awareness and encourage customers to go green.

In conjunction with the campaign, Jeep Apparel also showcased its new collections inspired by the Jeep Willys vintage and Love the Earth themes.

The proceeds will be channelled into the MNS GREENaid fund which, in turn, will be used to raise awareness and secure the conservation of environmentally-sensitive areas, key habitats and species in Malaysia.

One of the current campaigns under the fund advocates for the protection

of the Temenggor Forest Reserve, which is located on the Belum-Temenggor Forest Complex, which at 130mil years old, is said to be even older than the Amazon forest or the Congo Basin.

"MNS appreciates the contribution from Jordone and hopes that more companies will come forward to help and take positive steps to make a difference for nature. Every bit of help counts in our efforts to conserve and preserve Malaysia's rich natural heritage," said MNS executive director Mohamed Shah Redza Hussein.

Shoppers' generosity benefits Zoo Negara

ZOO Negara's coffers received an RM32,244 boost from Cold Storage shoppers recently.

The money was collected from January to December last year through donation boxes placed at the check-out counters of Cold Storage stores nationwide.

The donation drive was part of Cold Storage's corporate responsibility programme to raise money for worthy causes.

GCH Retail (M) Sdn Bhd marketing general manager Norine Majaman presented a mock cheque to Malaysian Zoological Society president Datuk Zaharin Md Arif, who is also the zoo's finance, development and planning committee chairman, and acting deputy president Rahmat Ahmat Lana @ Rosly, who is also the administration, human resources and education committee chairman.

"We would like to thank our shoppers who have contributed to the fund and supported this cause. It was the fourth year running that we had put collection boxes at our counters for charity," Norine said.

Past recipients of the donation drive included the Society for the Prevention of Cruelty to Animals (SPCA) and the World Wide Fund For Nature (WWF).



For the animals: (From left) Zaharin, Norine and Rahmat with a mock cheque for RM30,000 raised during the year-long donation drive.