

## Fun-filled day at GAB Foundation's River Carnival at Zoo Negara

**KUALA LUMPUR, 14 July 2012:** More than 4,000 people enjoyed a fun-filled day at GAB Foundation's River Carnival at Zoo Negara which saw them participating in various activities aimed at educating and empowering the public to protect and conserve Malaysia's water resource: the rivers.

Among the highlights of the day were the **Young River Scientist Programme** where children had the opportunity to be a scientist for a day and learn more about rivers, and the **River Hunt**, a race requiring teams to complete certain river-related tasks and solve puzzles. At the same time, the younger children were entertained and educated through interactive storytelling sessions, recycle art workshops, face painting and tattoo art.

This is GAB Foundation's third and largest River Carnival to-date. Since 2007, the Foundation with its NGO partner, Global Environment Centre, has been at the forefront of river rehabilitation and conservation through the Foundation's W.A.T.E.R Project.

YBhg Dato' Dr Mohd Ali b. Mohamad Nor, Deputy Secretary General, Ministry of Natural Resources and Environment Malaysia, delivered a speech on behalf of the Minister, Dato' Sri Douglas Uggah Embas at the River Carnival.

In his speech, Dato' Sri Douglas acknowledged the success of the W.A.T.E.R Project in driving change and conservation through community engagement and stressed the importance of conserving Malaysia's water source.

He said, "97% of our water supply comes from rivers and streams, our water supply will be under pressure as our country's economic development, population and urbanisation increases. However, there are things we can do collectively. As GAB Foundation has demonstrated through its W.A.T.E.R. Project, we can drive change and conservation together with our communities."

"Lessons from this community participation model are very valuable to us. This private-public collaboration will be applied to other river basins. It also supports on-going River of Life initiatives in Kuala Lumpur aimed at rehabilitating the Klang River into a vibrant and liveable waterfront. Raising awareness on the need to protect our water source is a priority. Therefore, this year, for the first time ever, Malaysia will also be joining the global celebration of World Rivers Day in September," he added.

Under the GAB Foundation's W.A.T.E.R Project, the Sungei Way river was successfully rehabilitated; its water quality improved from a Class IV - V, signifying that the water is extremely polluted to a Class III, where the water is suitable for life. The project also successfully enhanced the river's biodiversity.

Chairman of GAB Foundation, Tan Sri Saw Huat Lye, said that the River Carnival marks the Foundation's continued commitment to expand its river rehabilitation initiatives beyond Sungei Way.

Also present at the Carnival were Guinness Anchor Berhad's Managing Director, Mr Charles Ireland, President of the Malaysian Zoological Society, Dato' Ismail Hutson, Director of GEC, Mr. Faizal Parish and rep from JPS.

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**About GAB Foundation:**

GAB Foundation was established in 2007 to carry out Guinness Anchor Berhad's (GAB) corporate social responsibility initiatives in three core areas – environmental conservation, education and community. Within these three key areas, the Foundation strives to identify causes that not only contribute significantly to empowering and enriching the lives of deserving Malaysian individuals and communities, but also resonate with GAB's corporate values of striving for excellence, acting with integrity and having a genuine respect for people, society and its diversity.

The management and administration of the Foundation is governed by a board of trustees made up of senior members of GAB's management team and independent nominees.

For more information on the GAB Foundation please visit [www.gabfoundation.org](http://www.gabfoundation.org) .