

Over 750 GAB employees & business partners promote water source conservation across Malaysia

PETALING JAYA, 29th October 2012: In conjunction with Malaysia's inaugural participation in the 2012 World Rivers Day celebration, Guinness Anchor Berhad (GAB) dedicated a full work day for all its employees across Malaysia to promote water source conservation as part of the company's annual "Big Day Out".

The "Big Day Out", in its third year, saw over 750 Guinness Anchor Berhad (GAB) employees and business partners carrying out 18 community projects that ranged from water conservation workshops to clean-up activities at various lakes, beaches and waterways in the country.

GAB Managing Director, Charles Ireland, said, "Protecting our waterways is one of the key focuses of GAB Foundation, and we believe that the Big Day Out is the perfect opportunity to heighten awareness of the importance of water source conservation among our employees and the community."

One project saw the Quality and Process Assurance team joined forces with the Brewing team to spruce up the Bukit Jalil recreational park with the support of Dewan Bandaraya Kuala Lumpur. They also engaged with Waico Eng Sdn Bhd who sponsored three units of 'floating' wetlands worth RM30,000 which are aimed at improving the water quality of the pond in the park. Each floating wetland is made up of natural ecological system that uses microorganisms to treat multiple pollutants in our waterways.

"We are very happy to work with such an enthusiastic group from GAB who are very proactive in protecting our waterways. We believe that our contribution of these floating wetlands will allow the communities to enjoy the environment of the park instead of avoiding the lakes that are polluted," said Tom Duncan, a consultant with Waico Eng Sdn Bhd.

Further away from Klang Valley, the 32-strong Marketing team who raised more than RM40,000 in a bowling competition with their creative agencies and marketing suppliers, donated water filters to two schools, SJKC Kerling at Hulu Selangor and SJKC Khing Ming in Kuala Kubu Bharu – to help improve drinking water quality for school children.

Teams were also encouraged to collaborate with local communities and stakeholders to ensure the sustainability of the projects.

The Engineering & Packaging team collaborated with the Desa Mentari residents to help beautify the area surrounding the Sungei Way river in Petaling Jaya. The team repaired and painted the railings along the river, refurbished the neighbourhood's playground, installed new rubbish bins and mowed the grass.

“The residents are delighted to receive such support from GAB who is really keen to help improve the lives of our community. Our children can now have so much fun, and play safely in a clean environment,” said Desa Mentari Residence’s community leader, En. Mohd Zaini Abdullah Thani.

“The Big Day Out is aimed at enabling all GAB employees to be directly involved in enriching the lives of the community. From a little idea that began three years ago, we now have over 750 people participating in it this year. I’m delighted with the response, and know that we have done a great job in promoting environmental awareness about our water source,” Charles said.

Other projects that were carried out include installing water filters, fixing leaking pipes and conducting water conservation workshops at various welfare homes. Some teams also held clean-up activities at the Sungei Way river in Petaling Jaya, Sungai Kanching in Rawang and Pulau Falls in Johor Bahru.

In East Malaysia, the Sabah team cleaned up the rubbish-strewn Tanjung Lipat beach at Kota Kinabalu while the Sarawak team organised a ‘gotong-royong’ session at the Salvation Army - Children’s Home in Kuching.

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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 .