

Press Release

FOR IMMEDIATE RELEASE

LIONS PLANT 51 TREES IN MALAYSIA

- ***Lions Clubs International contributes to environment through MyCEB's Let's Meet & Green Programme***

Kuala Lumpur, 22 April 2013 – The Lions Clubs International Multiple District 308 will be hosting its annual convention in Kuala Lumpur at the end of April 2013. As part of its environmental programme, Lions Clubs International participated in the Let's Meet & Green Programme – an activity aiming to give back to the environment. The Let's Meet & Green Programme, which is powered by the Malaysia Convention & Exhibition Bureau (MyCEB) took place at the Forest Research Institute of Malaysia (FRIM) Kepong.

The programme is the country's first environmental programme for business tourism. Launched in 2010 to support the government's commitment to offset carbon emissions by 40 percent by year 2020, participating conference delegates are given the opportunity to contribute a minimum of USD10 (RM 31). The amount would then be channeled to the readily established Forest Research Institute Malaysia's (FRIM) tree planting activity.

“We would like to applaud and express our appreciation to the Lions Clubs International for their initiative to be a part of MyCEB's Let's Meet & Green Programme. We believe strongly that the business events industry can also contribute and profoundly leave an impact on the environment. Planting a tree and starting a forest is one of the best ways to reduce carbon footprints while having

a memorable meeting in Malaysia,” commented Zulkefli Hj Sharif, CEO of MyCEB, who was also present at the activity.

According to Dato’ Alex Nah, Convention Organising Chairman from Lions Clubs International, “We look forward to the convention which will be taking place from 25-28 April 2013. It is our 51st Multiple District 308 convention and our previous convention was held in Kuala Lumpur almost a decade ago.” He continued, “We hope that our delegates will have an eventful meeting, starting positively with the Let’s Meet & Green Programme. This is a great opportunity for us to create more green lungs within the city of Kuala Lumpur and serves as our environmental contribution to benefit and further beautify the urban landscape.”

The session saw a planting of 51 trees in FRIM. MyCEB has planted more than 1,400 trees under the Let’s Meet & Green Programme.

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia’s business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB’s goal is to improve its rankings as an international meetings destination

within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit www.myceb.com.my

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