

MAJLIS BANDARAYA SHAH ALAM
(BAHAGIAN KORPORAT DAN PERHUBUNGAN AWAM)

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Ahmad Zaharin (left) with the children in the recycling programme during the launch.

Recycling drive to involve more schools

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Beverage maker's annual campaign enters 10th year

EACH year, students in Shah Alam eagerly await the school-level recycling campaign organised by Shah Alam City Council (MBSA) and Fraser & Neave Holdings Bhd (F&N).

The chance to earn extra brownie points and money had all the children excited during the launch of the event held at the council's banquet hall.

Shah Alam mayor Datuk Ahmad Zaharin Mohd Saad said their enthusiasm had prompted the council to target more schools compared to last year.

"We are looking at 20 schools each in the primary and secondary school categories and 10 kindergartens.

"Our collection last year also increased, showing us that the response is good," he added.

This marks the 10th anniversary of the campaign that is supported by

Selangor Education Department and Tetra Pak Malaysia.

"This year, we have also introduced the Recycle Yard to be done in all the schools and F&N has contributed RM200 for each school," he added.

F&N corporate affairs manager Carlissa Goh said their main aim was to educate children and help cultivate the habit of recycling at a young age.

"We at F&N believe one is never too young to start getting into the recycling habit.

"We want to educate the children in making greener choices.

"Schools offer the perfect platform to reach out and foster love for nature through lessons and extra-curricular activities," she added.

According to Goh, in the last 10

years, the campaign has managed to collect 900,000kg of recyclable waste.

Currently, F&N is conducting the same recycling campaign in Penang with more than 72 schools participating with 96,576kg collected in total last year alone.

The competition consists of three categories, with a total cash prize of RM27,700.

The first prize is RM500 for kindergarten category and RM2,000 each for the primary and secondary schools.

There are three special prizes for the highest collection of aluminium and plastic worth RM300 for the winning kindergarten and RM700 for the primary and secondary schools besides the most Tetra-Pak collected worth RM300 for kindergartens and RM600 each for the primary and secondary schools.