

# College Students' Campaign To Save Our Earth

With an aim to help create more awareness and spread a sense of urgency among youths about protecting the environment, TARC's Advanced Diploma in Public Relations Year 1 and Advertising Year 2 students came together to launch a campaign.

The event kicked off with a bang when the Greenest Person on the Planet, Matthias Gelber (he was awarded the title by Canadian Organisation 3rdwhale in 2008) led the TARC's Earth Rangers in an "S.O.S EARTH!" battle-cry while carrying a potted plant symbolising hope and action into the TARC Hall.

TARC Principal Dr. Tan Chik Heok and Head of School of Social Science and Humanities (SSH) Lee Hwee Chuin then launched the ceremony by placing the plant into a mock globe, to mirror a more hopeful and greener future.

S.O.S EARTH featured five public-information and demonstration booths with an abbreviated tagline - FLORA - featuring Forest, Land and natural resource, Ocean, River, and Air.

"Education inculcates morality and responsibility; I'm very glad to witness here educators who are cultivating these good values among their students, through



these kind of socially and environmentally benefiting events," Tan said.

Visitors got insightful knowledge about conserving the environment through public talks on environmental-friendly garbage enzyme by Justlife; on benefits from going green by NGO Global Environment Centre (GEC); and another on DiGi's Deep Green programme.

"We aim to educate students to care for Mother Earth even when they've made a name for themselves in the PR, Advertising and media line in the future," Lim Siz Siz, Event Advisor and PR Programme Supervisor, said.

World Wide Fund for Nature (WWF) Malaysia's "Egg=Life" turtle conservation petition collected over 700 signatures among visitors during the two-day event.

The launching ceremony was attended by Dato' Eadon Ching, founder of Persatuan Amal Seri Sinar (PASS); Callie Tai, CEO of Justlife; C.P.Chong, CEO of Melsom; Ferdinand and Tan Kah Chuan from WWF.

The event also received support from Reef Check Malaysia, TRAFFIC, the Department of Environment (DOE), and Dewan Bandaraya Kuala Lumpur (DBKL).

Join the Earth Rangers at <http://sosearth2009.blogspot.com> or Facebook [sosearth2009@gmail.com](mailto:sosearth2009@gmail.com).