

BERJAYA TIOMAN RESORT JOINS HANDS WITH TGV CINEMAS TO PROMOTE CONSERVATION IN TIOMAN



In an effort to promote conservation to a wider group of audience, Berjaya Tioman Resort (BTR) collaborates with TGV Cinemas (TGV) to raise public awareness on environmental conservation through Tioman Island Conservation Day (TICD). The collaboration was announced during the launch event of TICD 2019 held at TGV Sunway Velocity. TICD was started in 2010. Over the years, it has become

one of the most anticipated annual conservation events in Tioman, with the main activities including underwater clean-up for divers and coastal clean-up for non-divers. In 2016, BTR built and submerged multiple coral nursery tables to encourage the growth of coral reefs. Participants of TICD also scoured the ocean to remove crown-of-thorns starfish that feed on corals. In the same year, BTR started a balloon ban in the resort. In the following year, BTR

continued its conservation efforts by building and submerging another seven units of coral structures, repurposed an old bus by deploying it underwater at a nearby artificial reef area to enable corals to grow better and attract more marine life to the island. On land, volunteers planted 40 coconut trees within the resort. Last year, BTR submerged another seven units of coral structures, and have stopped providing plastic

straws and reduced single-use plastic items in the resort's daily operations.

"We're glad that this collaboration with TGV has allowed us to reach out to more audience and convey our conservation efforts in Tioman. We want more Malaysians to be eco-conscious, and join us on a mission to conserve our land and marine environment. Not only in Tioman, but nationwide. This year, we'll do something different by introducing a new and exciting initiative to conserve the coral reefs in Tioman. We'll be launching this in our upcoming TICD this month, and we hope more locals can join us to be part of this sustainable effort," said Charles Eman, the resort manager of Berjaya Tioman Resort.

TGV Cinemas has been constantly promoting eco-friendliness within their premises, and one of the best examples is offering bio-degradable straws and bags to customers, considering the inconvenience of going strawless in the dark while watching a movie. The effort doesn't just stop here, TGV Cinemas is launching a new CSR campaign – The Green Vision in conjunction with the launch of

2019 TICD hosted by Berjaya, and will be actively involved in more green campaigns in the near future to support the cause. The collaboration with Berjaya to promote the conservation event in Tioman is perfectly in line with this CSR direction because it educates the customers on the importance of protecting our eco-system including the marine environment.

"We're committed to providing eco-friendlier products to all of our customers in the near future with our ongoing efforts starting with refillable tumblers, food containers and even popcorn buckets. The Green Vision is one of the important pillars in our business. By leveraging on our media assets, we hope to remind and educate our customers to be more environmentally conscious," said Yeoh Oon Lai, the chief executive officer of TGV Cinemas.

This year, TICD 2019 will be held from Oct 11 to 13 at BTR. TGV Cinemas' customers can enjoy a 10 per cent discount on TICD packages. For more information or booking, visit www.berjayahotel.com/tioman/offers/tioman-island-conservation-day-2019.html.