

Taylor's 'turns turtle'

By NAJIAH NAJIB

A GROUP of final semester students from the School of Communication (SOC) of Taylor's College celebrated the recent Valentine's Day with a difference.

The 15-member team redirected their passion towards an environmental cause by launching their marine turtle conservation project aptly titled *The Return: A 2nd Chance*.

Supported by the Malaysian Nature Society (MNS) and Treat Every Environment Special (TrEES), The Return took an innovative approach towards conventional marine turtle activities that have largely been bound.

"Data collected from our formative research revealed that urban folks aren't inclined towards such activities as it



'GREEN' VALENTINE'S: MNS' Serina Rahman (left) and Taylor's academic director Patrick Kee (right) launches the event as Luar looks on

consumes their free time," said project manager Leroy Luar.

Held at the college's Petaling Jaya campus in Leisure Commerce Square, the project launch also saw an exhibition that allowed guests to pledge never to consume marine turtle eggs, a current project initiative

by Prof Chang Eng Heng of Turtle Aid Malaysia, Universiti Malaysia Terengganu.

The month-long campaign also include the launch of Taylor's Environmental Club, a garage sale fundraiser, quizzes, game shows and several educational activities.