



# Marine Turtles get a 2nd Chance with 'the Return'

## Events

### Eye on Malaysia

1 January - 31 August 2008

Experience a breathtaking 360 degrees panoramic view of the Kuala Lumpur city! This unforgettable ride reaches a height of 60 metres and offers a magnificent view of over 20 km of the city. **Call:** 603 2166 1106 **Website:** www.eyeonmalaysia.com.my

### International Arts Festival

1 January 2008 Until 31 August 2008

The Arts Festival promises to be a wonderful celebration of both Malaysian and international artists. The festival offers a unique program throughout 2008, ranging from the traditional to the contemporary giving rise to new forms and ideas. Theatrical spectacles will be created specifically for the program with over 120 artists taking part. **Call:** 603 2693 7111 **Email:** info@motour.gov.my **Website:** www.motour.gov.my

## Shopping / Flea Markets

### Flea Markets

#### Sunrise

Fiesta Nite @ Plaza Mont'Kiara

**Theme:** F for Food, Fruit, Flora (flowers & potted plants), Fauna, Fragrance, Fabric, Footcare, Fitness and Fictional books

**Time:** Thursday night at Plaza Mont'Kiara fountain courtyard from 6pm to 10pm

### The Sunrise Arts, Bric-a-brac and Craft (ABC Market)

**Theme:** Made in Asia (culture, arts and crafts)

**Time:** Every Sunday at Plaza Mont'Kiara fountain courtyard from 10am to 6pm

**Tel:** 603-6201 2288

**Fax:** 603-6201 5000

### Amcorp Mall, PJ

Sunday 10am-5pm

Household items and collectibles

### Summit USJ Flea Market

Menara Summit, USJ

Sat & Sun, 10 - 5.30pm

Cheap antiques, used books, records

For inquiries call 03-80240551

### Bangsar Shopping Centre (BSC) Flea Market

BANGSAR SHOPPING CENTRE

285 JALAN MAAROF

**TEL:** 03 2094 7700

### 1 UTAMA

Centre Management Office

4th Floor Highstreet, 1 Utama Shopping Centre

**Tel:** 03-7726 4788 **Fax:** 03-7722 5788

### THE CURVE

MUTIARA DAMANSARA

**TEL:** 03 7710 6868

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

The 15-member team redirected their passion towards an environmental cause with the official launch of their marine turtle conservation project aptly dubbed "The Return".

This event was launched by Academic Director of Taylor's College, Dr. Patrick Kee and representative from Malaysian Nature Society,



(from left), Miss Josephine Tan, Mr. Patrick Kee, Ms. Mohala Ministry of Natural Resources and Environment and Ms. Serina from MNS.

Miss Serina Rahaman. With the guidance of the Malaysian Nature Society (MNS) and TrEES (Treat Every Environment Special), 'the Return' took on a rather innovative approach towards conventional marine turtle conservation activities which have largely been beach bound.

A RM4, 000 mock cheque was presented from a representative from Vital Delta, Mr. Noor Firdaus to the project manager of The Return, Leroy Luar.

"Data collected from our formative research told us that urban folks are not inclined towards such activities as it takes away from their otherwise free time" said project manager, Leroy Luar.

"This was one of the main reasons why we decided to advocate good civic citizenship behaviour as well as better waste reduction and waste management practices as a viable alternative to conventional marine turtle conservation activities." Luar added.

The official launch of the project was followed by an exhibition where guests were also given opportunity to pledge never to consume marine turtle eggs, a project currently being by Professor Chan Eng Heng of turtle Aid Malaysia (TAMY), Universiti Malaysia Terengganu.

"The manner in which these students have come up with a creative solution for an age old problem is completely in keeping with Taylor's commitment of producing communication graduates who are capable of rising above and beyond the mundane" said School of Communication Director Josephine Tan.

The month long project campaign promises to excite with events and activities including the

launch of an environment Club in Taylor's College, a garage sales fundraiser, quizzes, game shows and educational activities within the college grounds.



Exhibition Tour by Leroy Luar, the Director of The Return

Sponsors for the campaign include brands that are also strong supporters for environment projects like Tupperware, Vital Delta and the Body Shop.

For further information about these activities and the campaign, please contact Sabrina Tan at 012-3921345 or visit "the return's' blog/ website at <http://www.the-return.blogspot.com>.

### About 'the Return: A 2nd Chance'

The Return: A 2nd Chance (henceforth addressed as 'the Return') is a community-based marine turtle conservation project established and managed by Semester 6 Persuasive Communication students of Taylor's College, School of Communication.

Unlike previous efforts, The Return aims to recommend behavioral changes, specific to civic duties, which complement current marine turtle conservation efforts by persuasively linking general civic citizenship behaviour and better waste management practices to the saving of marine turtles and by extension, the environment. This project also aims to recommend to our target audience viable alternatives to conventional marine turtle conservation including the habit of recycling and waste reduction