



Creating a buzz for #paddle4nature

THE MALAYSIAN Nature Society (MNS) got the buzz going for Paddle for Nature by holding several events in the past few months to create awareness about this one-of-a-kind project to save our marine heritage. Before paddle was put to water, MNS held a Media Briefing on 26th August 2014 at the offices of Google Malaysia to announce the project's objectives, Google's support via the Street View Trekker and its official website, paddle4nature.weebly.com. Hot on the heels of the media write-ups, #paddle4nature hit the streets of the city at the September KL car-free day, with the Street View Trekker-outfitted kayak on display in front of the iconic Sultan Abdul Samad building on Dataran Merdeka.

Even after the expedition started on 9th September in Pengkalan Kubor, Kelantan, with paddler Hari Raju setting off for some solo paddling, it was all systems go for MNS's Conservation Division with events

on each of the four following weekends. On 13th September, #paddle4nature was at the Mari Market at the IOI Boulevard in Puchong, thanks to support from Justlife; on 20th and 21st September it was at the KL Photography Festival, Mid Valley Exhibition Centre with MNS Selangor Branch; and on 28th September it went to support the BOH Highlands Run in Cameron Highlands.

The run of events culminated in Paddle for Nature's first official public event, held at Teluk Cempedak, Kuantan on 4th October, sponsored by Tone Excel and Nasi Kukus Mama. The full day of fun, music and nature awareness saw public participation in children's colouring and drawing contests, a treasure hunt, lucky draw and beach clean-up. Of course, MNS is not done yet, with more events lined up as Paddle for Nature gets going with relay paddling, and it hopes to spread the message far and wide about marine conservation.

Creating the #paddle4nature buzz at Dataran Merdeka, where the public had the chance to see the kayak outfitted with the Google Street View Trekker (left), and Mamat the Tapir, the Paddle for Nature mascot, posing with the kayak at the public event in Teluk Cempedak, Kuantan



MNS Marine Conservation Manager Faedzul Rahman briefing the media about Paddle for Nature (top left) and getting public attention at Dataran Merdeka (left). At right and below, the festivities at the Teluk Cempedak event, which featured children's colouring and drawing contests, with plenty of prizes. (Credit: MNS)

