

Bridgestone Malaysia Awarded For “One Tyre, One Good Deed” Eco Campaign In World Wetlands Day 2013

23rd February 2013, The Selangor State Government in collaboration with the Forestry Department, Kuala Selangor District Council (MDKS) and Global Environment Centre (GEC) has launched a peatland fire prevention and control campaign at Parit 6, Raja Musa Forest Reserve in conjunction with World Wetlands Day 2013 Celebration.

The event is co-supported by the ASEAN Peatland Forest Project (APFP) and SEApeat Project and corporate sponsors including Bridgestone Tyre Sales (M) Sdn. Bhd., HSBC Bank Berhad and 99 Speedmart Sdn. Bhd.

On the day, Bridgestone’s contribution to the Raja Musa Rehabilitation Program was acknowledged through souvenir presentation. Representative from Bridgestone Malaysia had also planted a plant named “Kelat Paya” together with other VIP to signify their supports and sponsorship to the rehabilitation program.



During the event, the Forestry Department has also launched a peatland forest fire prevention campaign - “No Peat Fire, No Haze”. This campaign aims to introduce the community based peatland forest fire management to create awareness amongst the public on the consequences of peatland forest fires and possible preventive measures.

About 300 people including volunteers, local communities from SHGSU and Peatland Forest Ranger groups, government agencies, representatives from local and owners and plantations, corporate sponsors and the general public participated in this celebration. Tree planting was carried out covering the 2 hectares of peatlands which were damaged by a fire occurred in August last year with the help of these communities.

Bridgestone Tyre Sales (M) Sdn. Bhd. has pledged to rehabilitate 20 hectares of peatlands in Raja Musa Forest Reserve under the “One Tyre, One Good Deed” eco campaign since October 2010.

