



SURAT KHABAR	:	THE STAR	MUKA SURAT	:	10
TARIKH	:	27/8/2018			
JABATAN	:	PERHILITAN			
KLASIFIKASI	:	<b>PERHATIAN</b>			

## Telco firm steps up to help save endangered wildlife

**PETALING JAYA:** There is a group of "Malaysians" fast becoming extinct – our wildlife.

In recent years, the population of orang utan, tapirs and tigers have been shrinking.

This prompted Maxis Bhd to join hands with the Department of Wildlife and National Parks (Perhilitan) to support the conservation of such endangered animals.

As part of its month-long "Endangered Malaysians Project", Maxis has partnered up with Huawei and local photographers to upload photos of these animals on Maxis' website and Facebook page.

Malaysians can pledge their support for the initiative by sharing the

photo on their Facebook profile when they click on the "Make a Pledge" button on [www.maxis.com.my/KitaRakyatMalaysia](http://www.maxis.com.my/KitaRakyatMalaysia)

For each pledge made, Maxis will donate RM1 to Perhilitan to aid its conservation efforts.

Maxis Brand and Partnerships head Tai Kam Leong said the company was redefining what it means to be Malaysian this National Day.

"These endangered animals are just as Malaysian as we are and should be protected, so we want to celebrate them by using technology and photography in meaningful ways to make an impact," he said.

Maxis will also be spreading awareness on animal conservation

among the youth through its eKelas programme.

Art workshops for eKelas students will be conducted, while related content will be published on the eKelas portal.

The eKelas programme is Maxis' flagship social responsibility programme which aims to improve the academic performance of students in rural areas.

Those interested in the Endangered Malaysians project can join its event at Ikano Power Centre daily up to Sept 2, from 10am to 10pm.

The event includes a visual showcase of the endangered animals and public talks by Perhilitan.

### Making a difference:

Maxis is celebrating Malaysian wildlife in its 'Endangered Malaysians Project'.

