



PRESS STATEMENT

For Immediate Release

27 May 2011

Foreign Tourists Greened KL with Kuala Lumpur City Hall Tourism Environmental Initiative

Kuala Lumpur. 27th May 2011 – The Mayor of Kuala Lumpur, Datuk Seri Ahmad Fuad Bin Ismail officially launched its first tourism environmental initiative program - '*I Greened KL*' at the Lake Titiwangsa Gardens today.

"*I Greened KL*" allows foreign tourists and expatriates visiting or on short stay in Kuala Lumpur to plant trees in selected parks in the city. The programme was launched with the Mayor witnessed the planting of the first 50 trees by foreign tourists and expatriates from United Kingdom, USA, Austria, Morocco, Portugal, Bolivia, Venezuela, Sweden, Scotland, Germany, Canada, Australia, Czech Republic, Brazil, Japan, India, Sri Langka, Republic of Dominican, Argentina and Spain. The Mayor later presented to every participant - a certificate containing a serial number for the tree they planted. The species of trees planted were the *Hopea Odorata* or known as the '*Chengal Pasir*'; for its fondness of sandy grounds and commonly found in the Northern part of Peninsular Malaysia. The trees planted today were cultivated from saplings and aged between 3 and 5 years old. It will take about 20 years to mature and can grow to a height of 45 metres.

At the launch event, the Mayor also unveiled the official programme website www.igreenedkl.com.my where all trees planted today were tagged with participants' details and documented on this website. The growth and development of the trees will be updated on a quarterly basis and participants of "*I Greened KL*" can log in from anywhere in the world to check on 'their' tree, growing right here in Kuala Lumpur. The website also offers information about Greening of Kuala Lumpur, KL Green Membership programmes, Green Tips and others.

A green environment
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In his speech, the Mayor explained the objective of “I Greened KL” was to create a more engaging relationship with foreigners visiting Kuala Lumpur. *“We want them to have a bonding with the city that is very personal and continuous. When they go home to their own countries, they will remember that they have contributed to our city’s environment and their effort is providing continuous benefits as their trees grow. Hopefully this will make them want to return here someday and even tell their friends and family of the trees they have planted here.”* The Mayor also announced that besides tourists, Kuala Lumpur City Hall has reserved an area of land (a VIP plot) within the Perdana Botanical Gardens for trees to be planted by visiting Foreign Heads of State.

‘I Greened KL’ is part of the ‘Greener KL’ project which is one of the Entry Point Projects under the government’s National Transformation programme. The ‘Greener KL’ project began its implementation earlier this year by Kuala Lumpur City Hall via its Landscaping and Urban Cleaning Control Department. He said that Kuala Lumpur City Hall is committed to making the city’s environment greener and cleaner. Part of this commitment is the planting of 30,000 trees in the capital by the end of this year, and a further 30,000 trees will be planted every year till 2020. To date, Kuala Lumpur City Hall has already planted as many as 17,850 trees. Among the larger species of trees planted in the city include the *Rain tree*, *Yellow Flame* and *Bucida*. The medium size trees will include species such as the *Handkerchief tree* and the *Bottle Brush tree*.

“We are planting around 2,500 trees every month to meet the annual target of 30,000 trees. The trees will be planted in the parks, along the roads and in pockets of greenery within the city”, the Mayor explained. *“Trees give a lot of benefits to city residents, besides helping clean the air they also provide shade to make the city environment cooler and are aesthetically pleasing to the eye. This will make the city more attractive to residents as well as foreign tourists”* added the Mayor. He mentioned that other than planting trees, it is also important for Kuala Lumpur city dwellers to ensure that the city’s cleanliness is also well maintained, as this will also lead towards a greener and healthier environment.

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