

MEDIA RELEASE

For Immediate Release

Group Corporate Communications
Level 31, Menara Bank Islam
No. 22 Jalan Perak
50450 Kuala Lumpur
Telephone 03 2088 8000
Fax 03 2781 2998
www.bankislam.com.my

BANK ISLAM'S BEACH PLOGGING EVENT AT SEPAT BEACH SUCCESSFULLY COLLECTED 1 TONNE OF LITTER IN AN HOUR

KUANTAN, Saturday, [24 August 2019]: Bank Islam Malaysia Berhad (Bank Islam) through its corporate responsibility brand, AMAL, in collaboration with the Kuantan Municipal Council (MPK), Solid Waste and Public Cleansing Management Corporation (SWCorp), Alam Flora Sdn Bhd (Alam Flora) and Lembaga Tabung Haji today organised a Beach Plogging activity at Sepat Beach, Kuantan, Pahang.

Part of the Bank's *AMAL untuk ALAM* initiative, the event aimed at promoting an active lifestyle among participants as well as fostering awareness and responsibility in maintaining the cleanliness and preservation of the environment.

Sepat Beach is a popular destination for local and foreign tourists due to its clean and beautiful beach. However, the irresponsible behaviour and attitude of some visitors who litters have affected the image of the beach. This problem is further exacerbated when wastes dumped from other beaches around Kuantan such as Teluk Cempedak Beach, Balok Beach and others are washed away to Sepat Beach.

The two-kilometre jogging and trash-collecting activity (plogging) along the beach involved more than 500 participants, including students from higher education institutions such as Sultan Ahmad Shah Islamic University College (KUIPSAS), Kuantan Vocational College, Kolej Poly-Tech MARA (KPTM) Kuantan, Univerisit Teknologi MARA (UiTM) and the International Islamic University of Malaysia (UIAM) Kuantan campus.

During the event, Bank Islam also contributed five beach swings and six units of benches for the convenience of beachgoers.

Encik Mohamed Iran Moriff Mohd Shariff, Chief Operating Officer of Bank Islam, said, “Plogging promotes the improvement of individual health while maintaining environmental cleanliness. This activity may be considered a new and small undertaking, but today we managed to collect one tonne of waste in an hour. We believe that a more significant impact can be achieved if everyone plays their role in fulfilling their responsibilities towards Mother Nature.”

“The efforts of Bank Islam and its strategic partners in organising the event is also in line with the United Nations’ global objectives, with particular reference to achieving the Sustainable Development Goals (SDG) of 11-Sustainable Cities and Communities, 15-Life on Land and 17-Partnerships for the Goals,” added Encik Mohamed Iran.

During the event, Bank Islam also paid a visit to three underprivileged families in Kampung Pantai Sepat and presented contributions to them in the form of cash and necessities.

For further information, please visit www.bankislam.com.my

About Bank Islam Malaysia Berhad

Bank Islam Malaysia Berhad was established in 1983 as the nation’s first Islamic bank. To date, the Bank has a network of 149 branches and more than 1,000 self-service terminals nationwide. To meet the diversity of the public’s financial needs, Bank Islam offers more than 70 *Shariah*-based banking products and services which cater to Muslims and non-Muslims. For more information on Bank Islam products and services, visit www.bankislam.com.my or call Bank Islam Contact Centre at 03-26 900 900.

Wan Norkhairi Wan Samad Head, Group Corporate Communications Bank Islam Malaysia Berhad Level 31, Menara Bank Islam No. 22, Jalan Perak 50450 Kuala Lumpur Tel: 03-2782 1232 Mobile: 019-339 4491 Fax: 03-2781 2998 Email: wnorkhairi@bankislam.com.my Web: www.bankislam.com.my	Omar Atin Media Relations & Editorial, Group Corporate Communications BIMB Holdings Berhad Level 31, Menara Bank Islam No. 22, Jalan Perak 50450 Kuala Lumpur Tel.: 03-2781 2943 Mobile: 019-391 9144 Fax: 03-2781 2998 Email: omar@bimbholdings.com Web: www.bimbholdings.com
--	---