

Press release

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## **Maybank Championship partners chip in for Maybank Foundation's support of WWF-Malaysia's tiger conservation efforts**

*- Contribute a total RM75,000 to WWF-Malaysia*

Golf wasn't the only thing that received full support during the on-going Maybank Championship Malaysia (MCM) as partners of the event, also came together to show their support for tiger conservation.

MCM's partners namely Global One, European Tour and Asian Tour today donated a total of RM25,000 each in aid of WWF-Malaysia's tiger conservation programme, which is supported by Maybank Foundation.

Global One's CEO, John Eu, European Tour's Deputy Director of International Policy, Ben Cowen and Asian Tour's Chairman, Kyi Hla Han handed their contributions to WWF-Malaysia's Executive Director/CEO, Dato' Dr Dionysius S.K. Sharma in the presence of Maybank Foundation Chairman, Tan Sri Megat Zaharuddin Megat Mohd Nor and its CEO Shahril Azuar Jimin at the Royal Selangor Golf Club.

The Maybank Foundation collaboration with WWF-Malaysia will see it support tiger conservation efforts in the Belum-Temengor Forest Complex.

Shahril Azuar Jimin said the Foundation was grateful that the partners of the MCM had chosen to join Maybank Foundation in supporting WWF-Malaysia's tiger conservation efforts.

"We are glad that the European Tour, Asian Tour and Global One share our concern over the continuous decline in the wild tiger population worldwide which has an adverse impact on the ecosystem. In Malaysia for instance, there are only an estimated 250-340 tigers left in the wild which is indeed a matter of grave concern", said Shahril. "We therefore believe it is important for all of us to work together to heighten tiger conservation awareness globally so that the message goes out to as many people as possible."

Shahril added that the MCM event was an ideal platform to raise public awareness about the plight of tigers as it attracted a large crowd of both locals and foreigners. "We have taken the opportunity to work with WWF-Malaysia to set up an exhibition booth detailing its conservation work so that more people can appreciate the importance of tigers within the natural ecosystem," he said.

"Visitors to the tournament can also help in this effort by contributing to WWF-Malaysia at our donation booths located at the Maybank Championship village," he added.

The WWF-Malaysia tiger conservation project, which is supported by Maybank Foundation, will involve an array of initiatives including advocacy for greater effectiveness in management and protection of tiger habitats, monitoring to improve knowledge on tigers and community engagement to increase awareness on tigers.

Meanwhile, the inaugural MCM is one of Asia's premier golfing events, co-sanctioned by the European and Asian Tours. Featuring some of the world's leading golfers, the event also provides opportunities to up and coming golfers from Malaysia and the ASEAN region to compete in a world class tournament and earn world ranking points. The MCM is being held from 18-21 February at the Royal Selangor Golf Club.