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## **Local and National Corporate Companies Unite to Support and Fund Turtle Conservation Campaign Bring Our Turtles Back**

In a remarkable display of corporate responsibility and environmental stewardship, eight prominent companies have joined forces to support and fund the turtle conservation program called Bring Our Turtles Back organized by International SeaKeepers Society Asia, University Malaysia Terengganu, and Kapas Turtles. Recognizing the urgent need to protect and preserve these majestic creatures and their natural habitats, this ground breaking local initiative aims to make a lasting impact on Terengganu's turtle conservation efforts.

The following companies, have dedicated their resources and expertise to ensure the success of Bring Our Turtles Back:

1. **Laguna Redang Island Resort**
2. **Mydecor Sdn. Bhd.**
3. **Archwey**
4. **Jamaica Blue Malaysia**
5. **Primula Beach Hotel**
6. **Ball Watch**
7. **Kapas Turtle Valley Beach Resort**
8. **Star Vista Education**

Representing a range of industries, these companies have united under a shared vision to restore and revive turtle populations across the state of Terengganu. The funding and support provided by these partners will allow for the implementation of innovative conservation strategies, research initiatives, and community engagement programs.

"The collaboration of these companies showcases their dedication to environmental sustainability and biodiversity conservation. These efforts demonstrate how corporate entities can play a vital role in safeguarding our planet's fragile ecosystems." said Gail Tay, Director of Operations & Programmes from the International SeaKeepers Society Asia.

When asked about their concerns to protect the sea turtles of Terengganu; Nadia Louw, owner of Kapas Turtle Valley Beach Resort, emphasized the urgent need for action to prevent the extinction of sea turtles. "As we all know, all sea turtles are under huge threats all around the world, which include plastic pollution, light pollution, and overfishing involving nets. We have noticed the impact on Pulau Kapas since arriving here in 2019. Even small efforts from everyone can make a difference in saving sea turtles."

Jamaica Blue Malaysia, a leading coffee chain, has pledged its support for the campaign through its collaboration with The International SeaKeepers Society. The company has pledged RM5 on selected items to give back to society and contribute to the conservation of the environment. "As a restaurateur, we notice and acknowledge the rise of single-use utensils especially during the pandemic from 2020 to date. It was an unprecedented time which resulted in changes in our lifestyle and buying patterns that we hope to address," says a company spokesperson.



Star Vista Education, an education provider, stresses the importance of preserving sea turtles for future generations. "We believe that by protecting these majestic creatures, we ensure the continuity of their vital ecological contributions and maintain the integrity of our oceans," says Vivienne Von, Marketing Director of Star Vista Education. "Preserving sea turtles serves as a powerful reminder of our responsibility to protect and conserve the natural world for a sustainable and thriving planet. In doing so, we leave a legacy of environmental stewardship and provide future generations with the opportunity to witness and appreciate the beauty and diversity of marine life."

The campaign's upcoming community event, scheduled from June 15 to June 17, 2023, at Pantai Batu Buruk in Kuala Terengganu, will begin with a community beach clean-up and a talk on plastic pollution. On June 17, a turtle sand sculpture contest will take place, with the theme "Preserving Reefs For Our Turtle Heritage." The contest is open to the public and aims to promote creativity and support turtle conservation. The event will also feature educational and experiential booths to create a festive atmosphere.

To support #BringOurTurtlesBack or to participate in any of our campaign activities, please visit, [www.bringourturtlesback.com](http://www.bringourturtlesback.com).

### About #BringOurTurtlesBack

#BringOurTurtlesBack is a turtle conservation campaign that aims to raise awareness about the threat to sea turtles and support turtle conservation efforts in the state of Terengganu, Malaysia. The campaign is organised by the International Seakeepers Society Asia, University Malaysia Terengganu, and Kapas Turtles, a turtle conservation organisation based out of Kapas Island. The campaign's objective is to bring back the days when seeing the iconic sea turtle was an everyday affair and preserve this for generations to come.

The #BOTB 2023 Campaign goal is to raise RM100,000 towards:

- Studying and Monitoring the Sea Turtle population regularly so we are better informed.
- Creating educational and awareness programmes to engage Malaysians to change their mindsets.

Beneficiaries of this campaign are Kapas Turtles ([www.kapasturtles.com](http://www.kapasturtles.com)) and the UMT Sea Turtles Research Unit (SEATRU, [turtle@umt.edu.my](mailto:turtle@umt.edu.my)).

We will achieve this through:

- On Ground Awareness & Engagement Events in Batu Burok, Kuala Terengganu ( 15 – 17 June 2023)
- Conducting Educational Programmes in Schools
- Supporting Hatchery Operations and Data Collection
- Conducting Habitat Monitoring

Corporate Sponsors



The International SeaKeepers Society Asia  
Kapas Turtles  
University Malaysia Terengganu SEATRU

: [www.seakeepers.org/programs/seakeepers-asia/](http://www.seakeepers.org/programs/seakeepers-asia/)  
: [www.kapasturtles.com/](http://www.kapasturtles.com/)  
: [www.seatru.umt.edu.my/](http://www.seatru.umt.edu.my/)

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