

**FOR IMMEDIATE RELEASE**

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**JOINT EFFORT: IVORYCARES AND MBI CLEAN THE BEACH IN TELUK KUMBAR**

GEORGE TOWN: Ivorycares, the charitable arm of Ivory Properties Group Berhad, and MBI International Group Berhad recently organised a beach cleaning activity at Kampung Nelayan in Teluk Kumbar, Penang, successfully accumulating a truck load full of trash.

Over 30 volunteers from both organisations participated in the two-hour initiative which started at 8am on Saturday, Sept 24.

The initiative aims to create awareness on keeping our local beaches clean and give an opportunity to the volunteers to do their part in protecting the natural environment.

Armed with trash bags, gloves and rakes, the volunteers worked together, collecting various trash items along the coastline of the fishing village.

A truck was provided by the Penang City Council (MBPP) to cart away the bags of trash containing plastic bags, empty bottles, discarded fishing items and dried leaves.

The beach cleaning effort is among the corporate social responsibility programmes jointly organised by Ivorycares and MBI that are held throughout the year.

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Below are the photo captions for the pictures attached in the e-mail:

**beach-cleaning-1:** Volunteers from Ivorycares and MBI International Group Berhad posing for a group photograph with the truck load full of trash after the beach cleaning activity.

**beach-cleaning-2:** Volunteers from Ivorycares and MBI International Group Berhad gathering various trash items at Kampung Nelayan in Teluk Kumbar.

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