

PRESS RELEASE

PRIME MINISTER'S HIBISCUS AWARD 2012/2013 LAUNCHES EXCELLENCE IN ENVIRONMENTAL JOURNALISM AWARD

KUALA LUMPUR, July 25: The Prime Minister's Hibiscus Award (PMHA), the premier private sector award for green and sustainable efforts in business and industry, is launching a new category of award called Excellence in Environmental Journalism.

The inaugural award will be presented to the print media organisation that has made major contributions towards the understanding of environmental sustainability and a significant impact on public and policy sentiment.

PMHA Organising Committee Chairman Tan Sri Mustafa Mansur said:

“Through this dedicated quest, we are recognising the highly important role that the media plays in Malaysia's pursuit of business and environmental sustainability. This is in line with the objectives of the PMHA, which gives public recognition to companies and businesses for their accomplishments and leadership in environmental sustainability.

While participation in PHMA from business and industrial sectors has been encouraging, we note that the role of the media in this very important agenda of economic development has been excluded.

Therefore, we decided to introduce a special award for the media. In launching this initiative, we also seek to enhance the quality and integrity of media coverage of environmental issues to a level that would encourage the public, the consumers and the corporate sector to take further affirmative action towards sustainability.”

The Excellence in Environmental Journalism award will be conferred once every two years in conjunction with the biennial PMHA that was launched in 1996.

The PMHA Award 2012/2013 will be presented in November this year. The date of the award ceremony will be duly announced.

Outline of PMHA 2012/2013 Excellence in Environmental Journalism Award:

- Open only to registered print media organisations.
- Each media organisation is required to submit three news articles or features (deemed as one entry) published between 1 July 2012 and 15 July 2013. The deadline for entries is 15 October 2013.
- Each media organisation is allowed to submit up to THREE entries.
- Articles submitted in languages other than English or Bahasa Malaysia must be accompanied by translations.
- PRIZE: An all- expenses-paid trip to Montreux, Switzerland, to attend the World Business Council for Sustainable Development (WBCSD) Liaison Delegate Meeting in March/April 2014 for ONE representative from the media organisation awarded.
- JURY: Tan Sri Mustafa Mansur, Organising Committee Chairman, PMHA; Dato' Kok Wee Kiat, Adviser, PMHA; Tuan Haji Abdul Aziz Long, President, ENSEARCH; Datuk Azman Ujang , Former Editor-in-Chief, BERNAMA; Mr Lew Hing Chang, Former Editorial Director, Sin Chew Daily.
- More details, Entry Form and Rules & Regulations can be downloaded from www.hibiscusaward.com

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ABOUT THE PRIME MINISTER'S HIBISCUS AWARD

Established in 1996, the Prime Minister's Hibiscus Award (Anugerah Hibiscus Perdana Menteri) is the premier private sector environmental award for business and industry in Malaysia. The Award, previously known as "Hibiscus Award", was upgraded to the Prime Minister's Hibiscus Award, following the approval of the former Prime Minister of Malaysia, YAB Tun Dr Mahathir Mohamad, in June 1998.

The Award is jointly organised by four of Malaysia's leading private sector non-profit organisations concerned with corporate environmental management and performance, and sharing a common goal to advance the sustainability agenda. They are Business Council for Sustainable & Responsibility Malaysia (BCSRM), Environmental Management & Research Association of Malaysia (ENSEARCH), Federation of Malaysian Manufacturers (FMM) and Malaysian International Chamber of Commerce & Industry (MICCI).

The Award is endorsed by the Ministry of Natural Resources and Environment (MNRE), Malaysia and supported by the Department of Environment (DOE) and the private sector.

www.hibiscusaward.com