

**FOR IMMEDIATE RELEASE**

**MEDIA RELEASE**

**Pharmaniaga's Ride to Food**

**Shah Alam, 16 October 2008** – In line with World Food Day's theme of 2008, *World Food Security: the Challenges of Climate Change and Bioenergy*, Pharmaniaga's *Ride to Food* promotes the bicycle as a serious alternative transportation to the motor vehicle, in order to cut greenhouse gas, slow down global warming, and to fight world food crisis by decreasing the demand for fossil fuel and bio-diesel and the effects of climate change on agriculture.

In a small ceremony held at Poliklinik Shah Alam, Pharmaniaga also handed over 15 bicycles to Pejabat Kesihatan Daerah (PKD) Petaling to be used as "Combi Brigade" by PKD in place of their motorcycles & cars when doing community education & health inspection for 5 sectors within Shah Alam.

Ride to Food, a follow-through of previous Ayuh Kayuh campaigns by Pharmaniaga which were done to commemorate World Health Day, World Environment Day and World Earth Day, is Pharmaniaga's way of recognising the important role of human rights in eradicating hunger and poverty, and fostering the sustainable development process.

Ayuh Kayuh is a cycle-to-work campaign as an Environmental CSR (Corporate Social Responsibility) programme, in addition to other environment protection initiatives that are already in place, such as providing buses for employees, using natural gas at our factories in Bangi and Puchong, and encouraging car pooling for outstation work.

Food crisis is not just caused by rising demand due to population growth, it is also caused by people's obsession with the automobiles. Due to our habit of driving everywhere, we are using up fossil fuel, which took millions of years to make. Now we need bio-fuel (also known as bio-diesel), which is causing land that could be growing crops for food to be used for producing crops for fuel.

People's driving habit also contributes to global warming. Consequently, we get weird weather patterns that destroy crops around the world. And because we drive so much, we increase the demand for petrol, causing petrol price to go up and thereby increasing production input for food.

With Ayuh Kayuh as its core Environmental CSR programme, Pharmaniaga hopes its employees would eventually rediscover the joy and benefit of cycling and leave their habit of single-occupant driving.

The sooner Ayuh Kayuh message gets across the public and taken seriously, the greater the impact will be on the environment.

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#### **ABOUT PHARMANIAGA BERHAD**

Pharmaniaga Berhad, a member of the UEM Group, is an investment holding company listed in the Main Board of Bursa Malaysia. The Pharmaniaga Group's core businesses are generic pharmaceuticals R&D and manufacturing, warehousing and distribution of pharmaceutical and medical products, sales & marketing as well as hospital equipping.

With a vision to be the premier Malaysian pharmaceuticals company, Pharmaniaga is guided by its philosophy of 'doing business with a conscience' and empowered by its mission of **enriching life together**.

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