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### **Pfizer Malaysia Gets Hands Dirty in Green Festival**

*Pfizer's colleagues join hands together with exciting activities to create awareness on Green Living*

Pfizer (Malaysia) Sdn Bhd recently raised the bar on their environmental initiatives by participating in Project REVIVE Green Festival to support "Green Living" among Malaysians. Project REVIVE is an annual road show of green events all around Malaysia with the objective to create awareness in green lifestyle. Kicking off on the 25<sup>th</sup> of May, Pfizer Malaysia instilled awareness by participating in green activities namely, tree planting, beach clean up, throwing mud balls among other activities at Dataran 1Malaysia Pantai Klebang, Melaka.

Pfizer's 40 volunteers from Shah Alam warmed up to a green dance signalling the kick-off of the entire 2 day event when Project REVIVE's Ambassador, the renowned Dato' David Arumugam from local band, Alleycats hopped on stage to join the crowd. The next highlight was the throwing of Effective Microorganisms (EM) mud balls made of live micro-organisms that basically cleans and transforms the muck in rivers and other sanitary-challenged areas. Soon after, Dato David led the volunteers to the tree planting along the way of Dataran 1Malaysia Klebang.

Among those present at this programme was global environmental speaker and entrepreneur nicknamed "The greenest man on the earth" awarded by 3rdwhale.com, Matthias Gelber. In his inspiring opening remarks to all present, he urged Malaysians to adapt environmental friendly strategies in their day to day tasks and cultivate practical environmental actions in even the smallest tasks undertaken.

Some of the interesting booths that were in operation during Project REVIVE's 2-day campaign was a free health screening by the local health council as well as one specializing in gadgets and merchandises made purely from recyclable materials and wastes.

Pfizer's volunteers also took the opportunity to cultivate similar awareness among their family members including young children. The young ambassadors could hardly contain their excitement when presented the opportunity to shovel sand and soil to plant pine trees by the beach area.

“As a global leader in developing and manufacturing life-saving prescription medicines, we are also committed to working for a healthier world in saving the earth from global warming. These environmental initiatives are part of our employee engagement in community centric programs. We are hoping to inspire others in cultivating a greener Malaysia together,” said Edwin Phang, Green Team lead for Pfizer’s Sharing with a Touch (S.W.A.T) committee, which comprises of employee volunteers from Pfizer.

This is not the first time Pfizer has opened its doors to projects that benefit the community around it. In fact the S.W.A.T team has actively partnered with other NGOs since 2009 conducting programmes such as Medical camps for an indigenous community located in bordering Selangor/ Perak, rebuilding a home for a couple whose home was destroyed in a fire, presenting the Malaysian Federation of the Deaf (MFD) with a grant to set-up a bakery, and empowering the learning disabled with skill transfer programs among many other initiatives.

“Last month, S.W.A.T team gathered bountiful provisions donated by fellow colleagues to support 5 welfare organizations in and around Klang Valley in conjunction with World Health Day 2012. Each year, we plan meaningful projects to engage our colleagues in giving back to the community we live around in via our projects.” said Lee Yew Yen, a Pfizer’s Sales Executive based in Selangor.

Pfizer Malaysia’s commitment to corporate social responsibility is evident in its involvement and engagement with all stakeholders by creating opportunities for colleagues to define its tagline of Working Together for a Healthier World™ in their day to day actions.

## **About Pfizer Malaysia**

Pfizer Malaysia is committed towards Working Together for a Healthier World. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Malaysia and Pfizer Malaysia entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.

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