

Harimau Untuk Selamanya

Tackling the problem of consumption of endangered wildlife in the city
MYCAT Outreach Programme in Puchong, Selangor
26th and 27th June 2010

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The whisperings that there are restaurants in Puchong that have illegal exotic meat, including tigers, on their menu was confirmed by the locals when MYCAT conducted outreach programmes there recently.

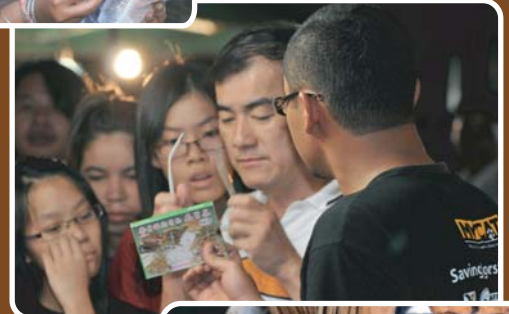
The effort reached out to 820 people, and of that number, 120 saved the hotline number in their handphones, indicating commitment to take action when the opportunity presented itself.

A booth was set up at two night markets, in Puchong Batu 14 and Taman Perindustrian Kinrara on 26 and 27 June 2010 respectively. The focus of the programmes was consumption – exotic meat and traditional tiger-based medicines. Many visitors to the booth confirmed the presence of such illegal activities in their neighbourhood.

The Wildlife Crime Hotline (WCH) was promoted heavily to encourage them to report any form of wildlife trade, and WCH fridge magnets were distributed to vendors and patrons.

Trained volunteers from Taylor's University College and Maybank mingled with the locals, spreading the word on threats towards wildlife and encouraging them to save the WCH number in their handphones in exchange for a free reusable WCH shopping bag.

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