

**For Immediate Release**

**Panasonic Exhibits and Awards Young Students' Eco Works of Art**

*Witness eco works of art using recycled materials and eco picture diary by 10 to 16 years old students in the Panasonic Kids School Eco Learning – Eco Works of Art National Contest & Eco Picture Diary National Contest & Awards Ceremony*

**Kuala Lumpur, 2 November 2011** – Sixteen Eco Works of Art projects using recycled materials and 21 Eco Picture Diary produced by primary and secondary students from 10 schools in Selangor will be exhibited and awarded in the National Contest at National Visual Gallery Malaysia today.

This Panasonic Kids School Eco Learning National Contest & Awards Ceremony is the culmination of the global eco learning programme launched in July 2011 that provides opportunities where children can experience, learn about and explore subjects relating to the preservation of mother earth and participate in eco activities.

This programme incorporates classroom learning sessions, eco ideas factory visits, and also practical eco projects expressed through works of art and innovation and eco picture diary. The 1200 students, of ages 10 to 16 years old not only learn, but also develop cognitive thinking, team work, communication and integration skills and are awarded in National and Global contests.

“This eco education is part of our activity under Panasonic Econation campaign to partner with these young children to be the future eco-leaders.” said Jeff Lee, Managing Director Panasonic Malaysia.

“We focus on these young children with specific tailor made teaching modules that discusses on causes and effects of global warming, biodiversity, to eco technology and eco lifestyles. The factory visits introduces them to innovative processes that will help in reducing CO2 emission and various 3R activities.” said Azizah Wahid, General Manager Corporate Communications & Branding Panasonic Malaysia.

“To evaluate these students’ understanding on eco learning, we promoted eco projects using recycled materials in the form of Eco Works of Art (EWA) such as collage art, painting using biodegradable materials, or creative innovation and eco picture diary for students to take part in. For Eco Picture Diary, students are required to write and draw a 5-day diary on their eco experience or learning.” added Azizah

Seventy students and fifteen teachers are competing for the top awards and champion position for both EWA and EPD National Contests. Thirty entries were submitted for the EWA and 16 made the final. Whilst 500 entries were submitted for the EPD and 21 made the final.

Art and Education Activist and Former Director of National Visual Gallery Malaysia, Puan Wairah Marzuki, who is one of the panel judges said: “Firstly I would like to take this opportunity to thank the Panasonic group for giving school children opportunity for primary and secondary schools alike in participating this creative competition.”

“This program allows children a platform to showcase their talents to Malaysian society and probably international audiences. This will also encourage students, teachers and family members to be involved in creative areas in making use of eco topics for landscape and artistic creations.”

“I think it is a great effort by Panasonic to conduct this project as basically it helps the kids to think out of the box, be creative and use all the things that are recyclable,” said Su Aziz, Editor Life & Times New Straits Times.

Director General of Education Malaysia, Dato’ Sri Abdul Ghafar bin Mahmud said that: “ I believe this Eco Learning Program is a fantastic process of engaging young people in caring about the environment with education activity to enhance eco awareness for youth.”

“Although art is subjective, it can tell a lot of stories and teach many things. What more, it is also a challenge for students to learn how to use and create a new purpose of these unwanted items.” said Dato’ Mohd Yusof Ahmad, Director General of National Visual Gallery Malaysia.

***About Panasonic Kids School Eco Learning Programme (EL)***

Eco Learning (EL) under Panasonic Kids School started in 2009 in Japan. It is a global eco learning programme targeting at elementary and middle school students around the world. This programme is a Panasonic initiative that provides eco education and learning through classroom sessions, factory visits and eco projects.

EL has now expanded to many countries and regions worldwide. About 19,000 students have participated in Asia Pacific including India, Vietnam, Thailand, Singapore and Malaysia. Globally 200,000 students have participated.

It is designed to help children learn about environment protection and sustainability in a fun and entertaining manner.

In Malaysia, Panasonic collaborates with the Ministry of Education with the aim to promote eco ideas in school or at home; understanding and exposure on environmental issues. It incorporates eco education through experiential learning modules in classroom; joint activity with 'eco ideas' Factory – Panasonic AVC Networks Malaysia; Eco Works of Art project; Eco Picture Diary with global contests and awards offering students opportunity for study trips and integration with international students.

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