

# TAR UMT 'Strives4Stripes' event shines spotlight on Malayan tigers

**KUALA LUMPUR:** Diploma in Public Relations students from the Faculty of Communication and Creative Industries (FCCI) at Tunku Abdul Rahman University of Management and Technology (TAR UMT) Kuala Lumpur intend to significantly impact Malayan tigers' conservation with their upcoming social awareness and fundraising event, Strives4Stripes, from Sept 12 to 14 at Rimba, TAR UMT KL main campus.

In support of WWF-Malaysia, this event is a commendable initiative aimed at raising awareness about the critically endangered Malayan tigers while raising funds for WWF-Malaysia's tiger conservation efforts.

Strives4Stripes is designed to be an engaging and educational experience for attendees. One great sensory highlight of the event was the exhibition titled "Tiger Vision Forest."

Here attendees will be transported into the world of the Malaysian rainforest as they engage in visualisation, immersive experiences

and sensory exploration, capturing the core nature of these vulnerable creatures. Other interactive challenges and installations will further immerse visitors in the tiger's habitat, fostering a deep connection and understanding of the species' plight.

Another highlight of this event was the special appearance of an exquisite mosaic tiger sculpture created by the acclaimed Malaysian-born artist Alice Chang-Gueraa, which stands as the centrepiece of the event's artistic exhibit.

Gueraa's engagement with the audience in an insightful sharing session provides an exclusive glimpse into the inspiration behind her artwork at Rimba.

During the event, the audience can participate in a variety of engaging programmes and activities, such as a basketball competition, the Tiger Cup, to raise funds for WWF-Malaysia, a performing arts



TAR UMT's upcoming social awareness and fundraising event.

showcase, the "Hidden Tiger" digital painting competition, "Tiger Kami" (origami making by the crowd), DIY handcraft and other fun games and activities.

Malayan tigers, a key part of Malaysia's natural heritage, are currently on the brink of extinction due largely to poaching and habitat loss. MyCAT, a non-government

organisation, has estimated that less than 150 Malayan tigers are left in the wild.

Strives4Stripes seeks to address this pressing issue by encouraging a deeper understanding of the challenges these magnificent creatures face.

"The risk of extinction of Malayan tigers serves as an urgent reminder of the pressing need to intensify our collective efforts in the Malayan tigers' conservation," said TAR UMT Dean of Faculty of Communication and Creative Industries, Dearnna Kee June Chen.