



Persatuan Pengguna Pulau Pinang
Consumers Association of Penang
檳城消費人協會 பினாங்கு பயனீட்டாளர் சங்கம்

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Press statement

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**Start your environmentally conscious journey this coming Earth Day
By growing a herb plant - CAP encourages**

World Earth Day is celebrated around the world every year on April 22. Earth Day is meant to make us aware of how fragile our ecosystem is due to irresponsible human activities such as pollution, deforestation, food waste and more.

In conjunction with World Earth Day 2023, CAP encourages the public to grow at least one herbal plant at home as their environmental commitment to the Earth.

CAP created the #growwithcap campaign by preparing three types of borage plants, Indian borage, variegated borage and lemon borage, to help the public grow a plant at home. Borage plants are packed with medicinal values that can be used by all family members, regardless of their age group.

These plants are available at CAP. With a small contribution to CAP, you will receive a selection of borage plants, an attractive booklet entitled "From Garden to Plate," Instant Health Risk and a packet of seeds.

Earth Day will feature a variety of activities, such as a car-free day, setting up a recycling bin, preparing a compost box, reducing food waste, planting a tree, etc.

As a simple activity to do at home, CAP suggests the public grow a herbal plant at home. We chose borage plants because it is one of the easiest plants to grow and has a survival rate of 80 to 90%. It is very important to involve young people in Earth Day activities. When they grow plants, they also learn to take responsibility for the plants by caring for them.

For someone who has never grown a plant before, borage is the best plant to grow because caring for this plant is quite simple and straightforward.

While enjoying the Hari Raya Aidilfitri holiday, let us fulfil our commitment to protect the earth.
#growwithcap

Mohideen Abdul Kader
President
Consumers Association of Penang