

Title : New Millennium Graduates Campaign 2008/09 - Kick off Green Generation!

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Abstract:

The New Millennium Graduates, NEMGRADS, are a team of 24 final year Persuasive Communication students from the School of Communication; Universiti Sains Malaysia organizes social campaign on an annual basis to benefit the society through various awareness and fundraising activities. NEMGRADS 2008/09 organised a Healthy Environment Campaign entitled “Green Generation Campaign”. The main purpose of this campaign was to create awareness on preserving our Mother Nature. Thus, this campaign served the purpose of generating a “green heart” society. “Green Generation Campaign” had three main programs which were road tour to schools and to IPTA and IPTS campuses including exhibition within USM, Environmental Awareness Workshop and Kick off Green Generation’s Launching Day consisted of Environmental Amazing Race, Food Fest, Exhibition booths and Performances. The issue that has been chosen by NEMGRADS was very relevant to the current situation driven by a strong belief that we can contribute something positive to the country’s economic and social growth. NEMGRADS managed to fulfill the objectives successfully by creating the awareness towards preserving our environment through the road tour, exhibition, handicraft competition and Eco-Race Competition that have been organised. We see the importance of public education in saving Mother Earth from the looming danger of environmental degradation and managed to make this event successful by the support we received from various range of audience throughout our campaign. As the theme stands for itself, Kick Off Green Generation! This mission – making earth a healthy place to live in – must be the top priority of all global citizens and NEMGRADS will continue to run campaigns that will benefit the society.