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PRESS RELEASE

TRASH FREE HILL (TFH) RETURNS FOR ITS FIFTH EDITION IN 2024!

Penang Hill Corporation (PHC) is excited to announce the return of the annual **Trash Free Hill** on **29 September 2024 (Sunday)**, marking the fifth edition since its inception in 2018. PHC invites and encourages individuals from all walks of life, especially families, experienced hikers, and corporate teams who are deemed fit, to join this fun clean-up drive.

Trash Free Hill (TFH) is an annual plogging activity aimed at raising awareness and promoting the preservation of the hill. It serves as a platform to educate and raise environmental consciousness and responsible waste disposal, thus protecting and preserving Penang Hill and its biodiversity. Over the years, it has proven to be an impactful initiative, attracting an overwhelming number of participants.

In 2018, when TFH first launched, 550 participants joined to clear a total of 500 kg of trash. The subsequent year saw even greater involvement, with over 726 participants effectively cleaning up over 480 kg of trash from the hill. In 2022, 736 participants dedicated their efforts, resulting in the removal of 436.4 kg of waste. In 2023, participation surged to 904 volunteers, but due to rain, the event had to be rescheduled; nevertheless, 125 kg of trash were successfully removed.

By participating in Trash Free Hill, participants contribute to the preservation of Penang Hill, ensuring a pristine environment, maintaining its cleanliness, and upholding its status as a UNESCO Biosphere Reserve. This event not only helps to safeguard the hill's beauty for future generations to enjoy and ensures its availability for years to come but also provides an opportunity for families and corporations to bond while doing something meaningful. It is a fun and family-oriented activity.

Trash Free Hill 2024 (TFH2024) will take place from **6.30 am to 12 noon** at **seven (7) trails** around Penang Hill, starting at **Moongate Entrance A & B, Botanic Gardens, Jeep Track, Lower Station/Heritage Trail, Hye Keat Estate, and Jalan Air Itam**. The trails will end at the Dataran, Penang Hill.

Registration is free and open from **29 July 2024 onwards**. Interested participants can sign up online on **Penang Hill Corporation's website** and stay updated on PHC's official social media channels.

PHC aims to recruit 700 participants for this year's call for action. As a token of appreciation, each participant will receive a **TFH2024 Participant Kit**, an e-certificate along with an ice-kacang coupon sponsored by PHC. Participants are encouraged to



bring their own water bottles when attending TFH2024 to support Penang State's green initiative.

Registered participants will be provided with gloves, garbage bags, and other plugging supplies to facilitate their clean-up efforts. The filled bags will be collected, weighed, and analysed by personnel from the Center for Global Sustainability Studies and Kampus Sejahtera of Universiti Sains Malaysia (USM).

Sponsors of TFH2024, including Penang State EXCO for Housing and Environment's office, corporates, and stakeholders, have confirmed their sponsorship to support the event: Decathlon, The Habitat Penang Hill, The Habitat Foundation, Dato' Abdul Malik Abdul Kadir, Inari Technology Sdn Bhd, Resonac Material Malaysia Sdn Bhd, Pensolar Sdn Bhd, Marrybrown, A&W (Malaysia) Sdn Bhd, Hickory, Synergy Jaya (Toy Museum), David Brown's Restaurant & Tea Terrace, Kumpulan Barkath Sdn Bhd, Printhero Sdn Bhd, Lean Lee Trading and Safetyware Sdn Bhd. Nevertheless, any sponsorship from individuals, businesses and organisations is still welcome.

TFH2024 is a collaborative effort involving the Penang State Government through **YB Dato' Seri Sundarajoo a/l Somu, the Penang State Executive Councillor for Housing and Environment** as well as the **Penang Island City Council (MBPP), Penang Green Council (PGC), Penang Botanic Gardens Department, Penang State Forestry Department, Universiti Sains Malaysia (USM), NatureWalks, Penang Hill Residents' Association, Penang Hill Police Station, Malaysia Civil Defence Force (APM), Air Itam Bukit Bendera Volunteer Fire Brigade, North-East District Health Office, and Hikers Roundtable.**

For enquiries, please contact Penang Hill Corporation at 04-828 8880 or email inquiries@penanghill.gov.my.

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About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

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TFH2024

Date: 29 September 2024 (Sunday)

Time: 6:30am – 12.00pm (*All participants must check-in **30 minutes** before the flag-off time.*)

Registration: FREE. Register online via PHC's website from **29 July 2024 onwards.**

TFH2024 Trails

These trails are as recommended by seasoned hikers. Paramedic will be on standby at check points and end point. These trail distances, difficulty levels and flag-off time are as described in the table below:

Routes	Difficulty	Duration (Approx.)	Starting Points	Distance (Approx.)	Flag-off Time
1	Average	4 Hours	Moongate Entrance A – Station 5 – Station P84 – Moniot Road – Viaduct West - Upper Tunnel Road – Bypass D – Summit Road – Dataran, Penang Hill	7.9km	7.00 am
2	Average	3.5 Hours	Moongate Entrance B – Bukit Cendana – Jeep Track – Viaduct Road East – Bypass J - Jeep Track – Summit Road – Dataran, Penang Hill	6.5km	7.00 am
3	Average	3.5 Hours	Penang Botanic Gardens Entrance – Reservoir – Station 46 – Jeep Track – Dataran, Penang Hill	6.0km	7.00 am
4	Easy	3 Hours	Jeep Track – Upper Tunnel Road – Bypass B – Summit Road – Dataran, Penang Hill	6.2km	7.00 am
5	Easy	3.5 Hours	Lower Station – Temple Road – Heritage Trail – Middle Station – Claremont – Viaduct Station – Viaduct Road West – Bypass H – Bypass E – Bypass C – Summit Road – Dataran, Penang Hill	5.0km	7.00 am
6	Easy	3 Hours	Hye Keat Estate – Middle Station – Claremont – Viaduct Station – Bypass G – Lower Tunnel Road – Upper Tunnel Road West – Bypass A - Summit Road – Dataran, Penang Hill	4.5km	7.00 am
7	Average	3 Hours	Jalan Air Itam (Near Police Station) – Middle Station – Farmers' Path - Viaduct Road West - Moniot West – Summit Road – Dataran, Penang Hill	7.7km	7.00 am

Disclaimer:

While steps will be taken to ensure the safety of all participants, the organiser will not be held responsible for any incidents, injuries, or deaths that may occur before, during, or after the programme. We strongly encourage only experienced and seasoned hikers to participate in the event to minimize the risk of any unfortunate incidents.