

PRESS RELEASE –

EMBARGO TILL 12th November 2009



PROBABLY THE BEST LOHAS REGION IN THE WORLD

The Kranji Countryside Association, invites you to join us in presenting the naming of the Kranji Countryside in Singapore as the world's first LOHAS Region.

LOHAS stands for Lifestyles of Health and Sustainability, a US-led consumer movement that promotes "conscious living" as a means of reducing each and every one of our impacts on the Planet. Conscious Living means that we make choices in our consumption based on goods and services' environmental credentials. In this way, choosing what we buy is one of the most important things the average person can do in order to help the fight against climate change. Individuals are more powerful in this way than Governments or big Corporations.

LOHAS starts with concern for one's personal health and ends with concern for the general planetary health. Charting a path to LOHAS involves examining one's relationship with the food we eat, the air we breathe, the way we move our bodies in this increasingly urbanised, sedentary world.

Come and listen to Mr Adam Horler, President of LOHAS Asia, talk about LOHAS and how it applies to the everyday lives of Singaporeans, and why it is important in the face of climate change.

Mrs Ivy Singh-Lim, President of the Kranji Countryside Association will co-host this event and describe how LOHAS fits in with the vision of the Kranji Countryside Association.

LOHAS is a way of life that has captured the imagination of 38 million Americans and 17 million Japanese, quickly spreading to Taiwan, Korea and China. Singapore is set to become the epicenter of LOHAS Asia, as the regional HQ is established here. LOHAS encompasses all aspects of modern day living - sustainable energy, transport, buildings, personal health, organic & natural lifestyles and eco-tourism.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead, cultural anthropologist (1901-1978)

COME JOIN THE DISCOVERY!

You are warmly invited to our launch: See attached.

For media matters: kindly contact Mrs Ivy Singh-Lim at bollyveg@singnet.com.sg or call 98166342.

About Kranji Countryside Association(KCA)

The Kranji Countryside Association (KCA), was conceived in Jan 2005, by a group, made up mostly of farmers wanting to raise awareness of Singapore's rural north-western corner. KCA's objective is to raise the profile and awareness levels of the Kranji countryside area as a recreational and educational venue.

Besides offering an alternative venue for recreational and educational purposes both for locals and visitors, the KCA dedicates itself to help Singapore farmers increase production of home grown farm produce such as eggs, fish, milk, fruits, vegetables and ornamental plants.

KCA is also very keen in ensuring that every child in Singapore is brought up to appreciate and treasure our precious natural environment. Together with Morchoo & Titoy, KCA's green ambassadors, we would like to impart a green consciousness to one and all. Especially in this day and age of urban lifestyles and media influences, it is essential that the next generation appreciates the natural alternatives.