

Happy Birthday America Event Benefits Malaysian Wildlife Conservation Education Campaign

On July 4th, 2015 Sikit Atas.com Sports and Music Diner, hosted a fundraising event benefitting P.A.W.S.E., Protective Action for Wildlife in Sabah through Education, with the sponsorship of West Coast Craft. West Coast Craft is an importer of fine craft-beers from microbreweries based in the U.S. teaming up with PAWSE to create a unique craft-beer that benefits wildlife conservation in Malaysia.

The festive event, themed “Happy Birthday America,” celebrated the independence of the United States of America with the red, white and blue decor of the nation’s flag. Russel Curtis and band were honored to play the national anthem as special guests, the honorable Mr. Joseph Yun, U.S. Ambassador to Malaysia, and wife Melanie Billings-Yun sliced the first piece of cake. The musical entertainment of the evening was concluded by Malaysian’s top hiphop artist, DJ AUGIE.

P.A.W.S.E. was represented by Creative Director, Jocelyn Stokes, who educated the event audience about this educational initiative founded by Sabah Wildlife Department and Danau Girang Field Centre to protect wildlife and empower local communities by addressing the illegal wildlife hunting and trade that continues to threaten endangered species in Sabah, Malaysian Borneo. “PAWSE is an education & empowerment campaign to support healthy wildlife populations in Sabah, Borneo,” said PAWSE Creative Director, Jocelyn Stokes.

“In 2014, the Sabah Wildlife Department and Danau Girang Field Centre founded PAWSE, an outreach campaign designed to reach the remote forest-communities of Sabah and empower community members with the education, training and resources necessary to assist their transition away from illegal wildlife activity,” said Joseph Yun, U.S. Ambassador to Malaysia. “The campaign is focused on enhancing the protection of Sabah’s threatened wildlife by building greater awareness around the ecological impacts of illegal hunting and trade. This will be implemented through an innovative outreach technique that utilizes a custom-built mobile education unit.”

“West Coast Craft is excited to support PAWSE and we look forward to future fundraising events in order to increase awareness and support for wildlife conservation efforts in Sabah” says Andy Kalamaris, Director, West Coast Craft.

PAWSE is supported by Sabah Wildlife Department, Danau Girang Field Centre, HUTAN, Future Alam Borneo, Ministry of Tourism, Culture and Environment Sabah, Rainforest Conservation Fund, Portland-Kota Kinabalu Sister City Association, Kudat Turtle Conservation Society, PACOS Trust, BSBCC and WWF.