

For immediate release

Tech-supported forest immersion by Treks at RWG **All kinds of activities to de-stress by communing with nature**

Genting Highlands, 26 February 2017 – In his book, *Biophilia*, Pulitzer Prize-winning biologist Edward Wilson writes about the instinctive bond between human beings and other living systems. The term “biophilia hypothesis” suggests that humans love nature because we evolved in it—and we need it for our psychological well-being because it's in our DNA.

Wilson's findings are supported by psychological scientists Elizabeth Nisbet and John Zelenski whose paper “Underestimating Nearby Nature” was published in *Psychological Science* and reported by *TIME* magazine. In a nutshell, the scientists concluded in their research that there are great psychological benefits of spending time in nature.

When it comes to improving our quality of life, experts say one thing that is as important as exercise and even sleep is immersing in nature! Alas, most of us think we are too busy in life to stop and smell the roses every now and then.

At Resorts World Genting, things are simplified for everyone—and come conveniently packaged, so we can just pick and choose one that is suitable for our needs. Offered at the Awana, this nature adventure hopes to demystify nature by using social media and digital technologies. The programmes are aimed at helping people commune with nature for the benefit of both their physical and mental health.

Working together with Treks, a consultancy that designs nature activities for everyone, Resorts World Genting believe the best of nature is at the doorstep—all one needs is just a bit of expert guidance to discover the treasure trove of unique flora and fauna found in the pristine forests of Genting Highlands which offers a 130 million years old jungle with very rich biodiversity for nature lovers to savour. Treks Nature Enterprise's objective is to bring nature to nature lovers in a fashionable way—thus the name Fashion Forest.



The faces behind Treks and Fashion Forest are Eddie Chan and Pat Ang, whose passion for nature stems from the fact that they believe it can inspire people in many ways. Their activities are filled with self and team-discovery opportunities that stimulate people and help them develop as individuals.

Straggling oak trees, exotic hornbills and rehabilitated pitcher plants are among the wondrous sights that await discovery—and this jungle adventure dubbed Fashion Forest offers a range of programmes that would introduce one to the natural features tucked away in Genting Highlands. Essentially, those who participate in the programmes get to learn about nature and mindfully capture it in social media in order to create awareness of the need to conserve it.

The focus of Fashion Forest are the forests in Genting Highlands—located between 3,000 ft and 6,000 ft above sea level. There are three forest types Treks refers to as “alliance of rainforests.” These are divided into four groups, namely Fashion Forest at Awana (upper Dipterocarp Forest 3,000 ft above sea level), Slay Forest at Chin Swee Temple (Montane Oak Forest some 4,500 ft above sea level), Chocolate Forest (Montane Ericaceous Forest some 6,000 ft above sea level), and Skyride Forest in Awana.

The rustic realm of the countryside promises education, fun and adventure whether you are a stressed out urbanite in need of some downtime or a weekend warrior seeking the adrenaline rush provided by sports and vigorous outdoor activities. Treks has programmes for every need—from nature walks for the whole family to sports-oriented teambuilding programmes for corporations and organisations.

Fashion Forest Soft Adventure Activities 2017

Wifi Forest with Shinrin Yoku

One main programme to be held by Treks this year is Fashion Forest's Wifi Forest where participants are introduced to the latest trend in modern forest immersion. This trend combines Japan's Shinrin Yoku concept of forest appreciation with Treks' utilisation of smartphone and smartphone apps to discover the rich biodiversity of a virgin Upper Dipterocarp rainforest.

What is Shinrin Yoku? It is the name given to the Japanese art of "forest bathing," contemplative walks through the woods that reconnect the individual

with nature and can lead to decreased levels of stress and natural mood elevation. It is also shown to help people achieve a stronger immune system. Shinrin Yoku is not new—it is a type of mobile meditation that has been recognised by the Japanese government since 1982 and has been endorsed by the Forest Agency of Japan as a means of improving one's quality of life.

What are the exciting smartphone applications to experience and discover a virgin rainforest? Participants can celebrate biodiversity, and share photos and videos via social media applications such as FB, Instagram, Twitter, and Whatsapp. They can gather information on biodiversity via QR code scanner for scientific details, photos and videos, and conduct live documentary on site via live streaming with Periscope TV.

Each participant can perform a live coverage of their experience in the Fashion Forest for their followers. They can try out Treks' Augmented Reality (AR) Experience of the Fashion Forest. What is AR? It is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data.

Treks Absventure Experiment

This is a soft adventure activity using an 80 ft boarded slope at 55 degrees gradient for an abseiling experience or challenge. The abseil technique employs the Frontal Australian Technique or forward walking abseil instead of the conventional fireman technique of rappelling off the board in backwards descending small double leg hops.

The challenge is further enhanced by participants undertaking several “social media mini-stunts” while on the descent as well as when pausing for a break of descend for a great view of the rainforest and additional stunts.

Tour of Treks Awana Bio Hub

This visit covers the upcoming Treks Awana Bio Hub which will be the centre for Treks and Awana's biodiversity efforts to promote the rainforest of Genting Highlands among members of the public.

Various activities will be held and participants get to tour the Bio camping site and experience campsite amenities.

Night herping

This is a special night walk session in search of nocturnal amphibians, reptiles and snakes. An avocation not for the faint-hearted, you think? But give it a try and you may be surprised at how eye-opening the experience can be. At the helm is Steven Wong, the herpetofauna expert at Treks who is also the head coordinator of the Herpetofauna Special Interest Group of the MNS (Selangor branch). Night walks are his forte and he is only too keen to introduce people to the world of reptiles, amphibians and other nocturnal creatures.

Wong, who acquired an interest in herpetofauna at an early age after watching *Crocodile Hunter*, aims to dispel the negative stigma that is attached to reptiles and amphibians by educating the public about them. Through his night walks, he hopes to enlighten people about these misunderstood creatures so they are able to better appreciate them.

Sunset watch at the English Garden

Enjoying nature doesn't just mean long walks in the forest or indulging in outdoor recreational activities. It could simply be sunset-watching! And at Genting Highlands, you can join these programmes that allows you to actively engage in the experience of watching the sky's spectacle of colour as the sun goes down.

Treks does it's part to help people indulge in magnificent sunset views. Based at Awana and the English Garden in Theme Park Hotel, this programme involves enjoying a cup of coffee or tea while strolling in the English Garden. Drinks can be purchased at a kiosk aptly named Luv@Sky.

Participants learn the value of slowing down in life and taking time to stop and smell the roses. Whether they do it alone, or with family or friends, there is no denying the uplifting experience nature can provide.

For more information, call +603 2718 1118 or visit www.rwgenting.com



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