



Friends, partners and celebrities saying 'no' to consuming shark's fin soup at the press conference for Shark Hero Conservation Run 2017.

Make a pledge to save sharks through upcoming 4km run

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SIGN up for the Shark Hero Conservation Run (SHCR) in Sunsuria City and pledge to never consume another bowl of shark's fin soup for the rest of your life.

In this 4km fun run, RM5 from each ticket sold will go towards the funding of shark conservation awareness campaigns run by Shark Savers Malaysia (SSM).

First to be roped in were the husbands and children of the founders of Acexcelent, the social enterprise behind this event.

Datuk Bernard Siow, husband of A.A. Teh, one of the company's founders, religiously clocks in 8km daily during his morning runs. He is confident that he will have no problem completing the route within 30 minutes.

For Wong Chun Mun, the spouse of Elaine Piah, another founder,

completing the route would take longer as he will have their four children in tow. But he is not the least worried that the children will fret as there will be games and trivia booths located at 1km intervals along the route.

SHCR ambassador and violinist Dennis Lau said the event sent a strong message to the public on the importance of shark conservation.

When asked if the shark conservation message would be more effective if animal rights groups were to stage public protests in front of restaurants serving shark fins soup, Lau said the success rate of stopping the trade of shark fins would be higher if consumers themselves were aware of the environmental impact instead of having the issue forced down their throats.

Those in attendance felt the message would be more effective coming from loved ones and friends as they had the strongest influence.

SSM chief financial officer Alicia Tan said shark conservation was not just about not eating shark fins.

"It is the ecosystem we are trying to save. If the killing continues, it is going to upset this balance. In the end, it will affect our seafood supply," said Tan.

Leaving a lasting impression was 10-year-old singer Amelia Lee who said she could not wait to be a shark hero. For this child star, the practice of cutting off shark fins, then throwing them overboard makes her blood turn cold.

"How would you like it if someone cut off your leg or hand?" she asked the audience.

Shark Hero Conservation Run 2017 will be held on Nov 18 at Celebration Centre, Sunsuria City from 4pm to 9pm.

Tickets are RM75 (adults) and RM65 (children), and can be purchased via www.sharkhero-run2017.com