

## NEWS RELEASE

# E&E ADOPTS CRITICALLY ENDANGERED BALI MYNA IN SINGAPORE'S BIRD PARADISE

*E&E's corporate sponsorship contributes to ongoing efforts to ensure the health and overall well-being of the species being cared for by Mandai Wildlife Group.*

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GLORIOUS YEARS  
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**SINGAPORE, 6th September 2023** - E&E is pleased to announce its symbolic adoption for the Critically Endangered Bali Myna at Winged Sanctuary, one of ten zones showcasing threatened species at Bird Paradise located in the Mandai Wildlife Reserve. The adoption marks E&E's efforts to support global sustainability and wildlife conservation.

The Bali Myna (*Leucopsar Rothschildi*) holds a unique status in the avian world, being found nowhere else on the planet in the wild except the island of Bali, Indonesia. With its striking snow-white plumage and captivating blue 'eye masks', this majestic bird has captured the hearts of wildlife enthusiasts and conservationists alike.

The Bali Myna faces grave threats to its survival due to habitat destruction and illegal poaching for the caged songbird trade. As a result, its population has dramatically declined, making it one of the most endangered bird species in the world. The key intent of E&E's adoption is to demonstrate its unwavering commitment to protect and preserve these remarkable creatures for future generations.



The Bali Myna's stunning beauty and unique habitat make it a symbol of the urgent need for wildlife conservation.

We are honored to join forces with Mandai Wildlife Group to support their sustainability initiatives and play our part in wildlife conservation.

Gary Goh, CEO, Electronics & Engineering Pte Ltd



Photo Credit: Mandai Wildlife Group

## Mandai WILDLIFE GROUP

This symbolic adoption signifies E&E's commitment towards sustainable practices and raising awareness on the importance of safeguarding endangered species and their habitats. By fostering greater awareness, E&E aims to inspire individuals, communities, and businesses to actively participate in conservation efforts.

E&E's adoption of the Bali Myna is just one of the many steps the company is taking to integrate environmental stewardship into its core values. With initiatives like energy conservation, waste reduction and responsible sourcing, E&E remains dedicated to making a positive impact on the planet.

### About Electronics & Engineering Pte Ltd

Electronics & Engineering Pte Ltd is the region's leading Systems Integrator, Consultant, Specialist Contractor as well as being a Distributor and Supplier of a vast range of reputable Audio-Visual equipment since it was established in 1951.

For more information, please visit [www.enepl.com.sg](http://www.enepl.com.sg)

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