

Century Tuna inspires marine conservation and learning



Century Tuna, the country's number one tuna, recently led the inauguration of the first-ever Kidzania Marine Conservation Lab at Kidzania Manila, the indoor play city where kids can have fun exploring the adult world through inspiration and learning. The new facility was established by the leading tuna brand in collaboration with the World Wildlife Fund for Nature (WWF) Philippines.

At the new Kidzania Marine Conservation Lab, kids learn about marine ecosystems, sustainability, and the need to care for our seas through a mock underwater facility that houses models of marine ecosystems and research workstations. As marine conservationists, kids are tasked to study marine ecosystems and come up with solutions to problems they face.

Gracing this significant occasion was Senator Kiko Pangilinan who lauded the effort of Century Pacific Food, Inc., World Wildlife Fund for Nature and Kidzania Manila. "The sea is very much a part of our lives, which is why marine conservation is of utmost concern. It is very important that we have an undertaking that will raise awareness among our children on the importance of marine conservation. We are so connected to the ocean – more than we are aware of."

On hand to welcome guests were CPFPI CEO and President Christopher Po and GM/Vice President Greg Banzon; WWF President Joel Palma and KidZania Philippines State Governor Maricel Arenas.

Century Tuna celebrity ambassador James Reid graced the opening and joined a tour of the new facility. Also present were WWF celebrity ambassadors Iza Calzado and Mark Nelson.

Speaking before guests, Po extolled the crucial role that the facility can play in raising awareness among kids on the value of marine conservation. “More than half of our business is marine-related,” Po states. “Conservation of our marine resources is a challenge we face every day, not just in our company but for all of us who depend on marine resources. So we hope this facility will help inspire our youngsters to take up marine research and conservation.”

Jose Palma, WWF President also stressed that the Philippines is in the heart of the coral triangle so we cannot overemphasize the need to instill curiosity and interest among our children on the importance of marine resources and conservation.

The Marine Research Lab hopes to not only nurture future Philippine scientists, but to also impart an important mission. “All of us, including our future environmental stewards, have a big responsibility to protect our marine resources,” said KidZania Philippines State Governor, Maricel Arenas. “In the Marine Research Lab, we believe we can champion the commitment to protect our natural heritage and to appreciate more meaningfully our gift of biodiversity,” she added.

