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CAP-Olympic

CAP BLAMES BROADCASTING UNION OVER OLYMPIC TV SPONSORSHIP

PULAU PINANG, July 15 (Bernama) -- Consumer Association of Penang (CAP) has blamed Kuala Lumpur-based Asia Pacific Broadcasting Union (ABU) (corrected) for letting a cigarette company sponsor the Atlanta Olympic Games on television despite a worldwide stand to make the centennial games tobacco-free.

CAP president S.M. Idris said at a news conference today that ABU, which negotiated with the International Olympic Council (IOC) to obtain broadcasting rights on behalf of Malaysia and 16 other Asian countries, had failed to address the problem properly.

He said CAP is disappointed with the IOC for not implementing the stand which he claimed was reached between the IOC, World Health Organisation and United Nations Educational, Scientific and Cultural Organisation earlier this year.

Idris said Malaysians for the past two months have been subjected to aggressive advertising on television by a cigarette company sponsoring the telecast of the Olympic Games.

"We condemn such advertisements because smoking destroys health and causes death to more than three million people every year," he said.

He said CAP regretted that RTM and TV3 are not mindful of their social responsibility to viewers in their pursuit of profit.

Idris said CAP will send a protest letter to the IOC and contact other anti-smoking associations for their support.

CAP, he added, had not received any reply to its appeal letters sent to Prime Minister Datuk Seri Dr Mahathir Mohamad and Information Minister Datuk Mohamed Rahmat two months ago. -- BERNAMA

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