

29 MAY 1996

WORLD CONSUMERS DAY ON JUNE 4

KUALA LUMPUR, May 29 (Bernama) -- World Consumers Day 1996 will be observed at the national level on June 4 at Dewan Muktamar, Pusat Islam here.

Domestic Trade and Consumers Affairs Ministry Public Relation Officer Tan Ishak said in a statement today that this year's emphasis will be a follow-up to the previous year's theme on zero inflation.

Prime Minister Datuk Seri Dr Mahathir Mohamad will officiate at the function.

This year's Consumers Day, themed "Prudent spending for family happiness", seeks to inculcate the awareness value and the thrift habit to ensure that a family with a monthly income of RM1,500 or less would be able to lead a comfortable life.

The statement said the Consumers Day observed since 1990 will invoke positive consumerism within society and create strong understanding and cooperation among consumers, traders, the government and the mass media.

The Consumer of the Year Award will be announced at the function.

There will also be awards for the most active district consumer affairs council, the best school consumer club and the best fair price store.

--BERNAMA

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