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PM launches 'Love The Country' campaign

KUALA LUMPUR, Tues. - Prime Minister Datuk Seri Dr Mahathir Mohamad today launched the "Love The Country" campaign at Angkasapuri, which sought to increase unity and solidarity of the people in the face of economic and political challenges.

The campaign is headed by the Information Ministry.

Among the campaign activities are distribution of pamphlets and a nationwide "tour" of a book entitled Cetusan Rasa to allow Malaysians to express their love for the country. To date, 80,000 Malaysians have signed it.

Information Department officers will conduct meet-the-people sessions where they will give a true picture of the happenings in the country.

Dr Mahathir also launched the campaign's website at the ceremony attended by Information Minister Datuk Mohamed Rahmat, Deputy Minister Datuk Suleiman Mohamad, Parliamentary Secretary Datuk Shafie Apdal and ministry's secretary-general Datuk Zawawi Mahmuddin.

The campaign's logo comprises the letter M in the middle of a blue circle, a heart shape behind the letter M, and white and yellow stripes.

The letter M reflects Malaysians' pride in their country; the heart shape shows Malaysians' love for the nation; and the stripes illustrate unity, sincerity and sacrifices of the people in supporting the Government overcome obstacles.

The use of the colours of the national flag, Jalur Gemilang, demonstrates national resilience through peace, prosperity and economic stability.

In his message in the souvenir programme, Mohamed said foreign powers had used globalisation to undermine the sovereignty of countries, including Malaysia, thus, the importance of the campaign.

He said they had exploited people's hardship brought about by the economic downturn to realise their agenda of destroying the country's leadership.

Mohamed said only a united and strong rakyat could thwart such attempts.

Earlier, Dr Mahathir recorded his New Year's message at Wisma TV.

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