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PNB wins IPRM award

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KUALA LUMPUR, Fri. - The yearning to make mathematics more interesting and entertaining for young people proved to be the winning factor for Permodalan Nasional Berhad, which won the Anugerah Kristal IPRM 1998 award today.

PNB's Along television programme, an educational series aimed at teaching mathematics to schoolchildren, was judged the country's most exemplary public relations project out of 40 entries from all sectors.

The event was organised by the Institute of Public Relations.

Foreign Minister Datuk Seri Abdullah Ahmad Badawi presented the awards at Legend Hotel.

Also present was IPRM president Prof Mohd Hamdan Adnan.

PNB group chief executive Hamad Kama Piah Che Othman said:

"The idea to come up with the programme began with the launch of the Bijak Sifir programme, launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in 1994."

He said the main reason why PNB came up with Along was because there was probably no one else to create such a television show for teaching mathematics.

"Before we started, we got the experts to ask whether there was already any edutainment programmes for mathematics in other countries, and we found that there were not.

"Therefore, Along is purely a Malaysian idea," Hamad Kama Piah added.

During today's ceremony, a special recognition award was also presented to Sukom '98 Berhad for its Kuala Lumpur '98 16th Commonwealth Games public affairs campaign.

Other award winners were Hongkong Bank Malaysia Bhd for environmental projects, Nestle (Malaysia) Bhd for consumer public relations, Sarawak Tourism Board for image building and Maybank Finance Bhd for community relations.

The Soka Gakkai Malaysia won the category for voluntary programmes for its human graphics at the Commonwealth Games while the Women's Institute of Management won the award for issues/crisis management.

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