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Response to book donation campaign said to be lukewarm

PENANG, Wed. - Response to the Book Donation Campaign has been lukewarm, State organising chairman Datuk Mohd Shariff Omar said today.

He said only between 30,000 and 40,000 books had been collected so far. The target for Penang is 100,000.

"The lukewarm response is possibly due to insufficient publicity," he told reporters after receiving 351 books from the Penang Parkroyal Resort at his office in Komtar.

Mohd Shariff, also Deputy Chief Minister, said all Social Development Department (Kemas) officers of the Rural Development Ministry have been directed to step up promotional efforts for the campaign.

The campaign, which was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad last month, is aimed at collecting books and other reading materials for distribution to people in rural areas and charitable organisations.

It is organised by Astro and Petronas in association with the Rural Development Ministry, Pos Malaysia Bhd, National Library and Radio Talivisyen Malaysia.

The campaign, which will end on Sept 30, hopes to collect more than a million books.

"I have written to factories, hotels, book publishers and VIPs in the State who I hope will help us meet our target by Oct 6 when we have to hand over the books.

"If the Ministry decides to extend the deadline for the campaign, this will enable us to collect more books from the people of Penang."

Mohd Shariff commended the Penang Parkroyal Resort for its gesture and called on other hotels to emulate the move.

The group, which called on Mohd Shariff today, included the resort's executive assistant manager, David Bark, its Koko-Nut Klub manager, May Baum, and Parkroyal PR manager Christina Tan.

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