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Sammi Cheng for AIDS charity show

Ricky Yap

FANS of Sammi Cheng Sun Mun, take note! This flamboyant Hong Kong singer will be staging two charity concerts at the Shah Alam Stadium on March 13 and 14. The proceeds of these shows will go to the Malaysian AIDS Foundation.

The Sammi Star Show `98 is jointly organised by Aetna Universal Insurance and Galaxy Production.

Tengku Abdullah Abu Bakar, chairman of Aetna, said this is the third fund-raising event organised by the insurance company for the MAF.

"We organised two charity golf events in 1995 and 1996. We hope to donate at least RM50,000 from the concerts to the MAF," he said at a contract-signing ceremony with Galaxy held in Kuala Lumpur recently.

Galaxy was represented by managing director Alan Chan. Also present were MAF chairperson Datin Paduka Marina Mahathir, Aetna executive vice-president Jim Brown, and Galaxy project manager Ken Lim.

Cheng, 25, became a recording artiste in 1988 after emerging third in the 7th New Talent Singing Contest in Hong Kong.

At the 1997 HK Commercial Radio Awards held on New Year's Day, Cheng came in second in the Best Female and Most Popular Female Artiste categories, losing out to Faye Wong in both sections.

Known for her outlandish costumes and hairstyles, Cheng's latest release is a Cantonese album, Language Of Life, under the Warner Music label, which she joined in September 1995.

Fresh from her successful run of 16 shows at the Hong Kong Coliseum last November, Cheng is expected to tone down her performance, termed "racy" by some quarters, at her two concerts here. Likewise, her "too revealing" outfits, which she displayed at her Hong Kong concerts.

Tickets for Cheng's shows, priced at RM50, RM100, RM150 and RM200, are expected to be on sale during the first week of next month.

For details, please call the ticketing hotline (03-2482020).

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