

15 SEP 1999

Mahathir-Formula

MALAYSIA FORMULA CONTEST OFFERS RM2.4 MILLION IN PRIZE MONEY

PUTRAJAYA, Sept 15 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad today simultaneously launched the "Formula Malaysia" campaign, aimed at enhancing integration among Malaysians, and a contest for all citizens which offers more than RM2.4 million in prize money.

The campaign, to usher the new millennium, is the initiative of the country's corporate sector.

The launch, held at Dataran Putra here and also witnessed by members of the Cabinet preceded the Cabinet's weekly meeting today chaired by Dr Mahathir.

Approached by reporters later, KUB Malaysia Berhad chief executive officer Datuk Hassan Harun said Malaysians could express views on the country's accomplishments through the various essay-writing, painting, photography, song-writing and web-page designing contests in conjunction with the campaign.

Companies involved in the campaign include Edaran Otomobil Bhd, YTL Corporation Bhd, Sungei Way Group, Southern Bank Bhd, MRCB, Sapura Group of Companies and Tenaga Nasional Bhd.

Hassan, who spoke on behalf of the other corporate leaders, said each category of the various contests offers RM150,000 cash as the first prize, RM100,000 the second and RM50,000 the third.

One hundred consolation prizes of RM1,000 each are also set aside per category.

According to Hassan, the various contests would run over three months until Nov 15 and Dr Mahathir is scheduled to give away the prizes on Dec 31.

"We are holding these contests to deepen Malaysians awareness and appreciation of the country's achievements based on the unique recipe for success applied over the years since independence," he said.

Hassan said each entry will be verified by MIDF Corporate and Consultancy Services Sdb Bhd, a share issuing house, to ensure transparency.

He assured contestants that judging of their entries would be handled by a panel of national experts in the various fields.

All Malaysians can take part and contest entry forms would be available in all local newspapers from Sept 18, he said.

Hassan said each entry should contain elements of;

- \* gratitude for the country's stability and prosperity;
- \* stoking of the "Malaysia Boleh" spirit; and
- \* enhanced understanding of national history.

The country's corporate sector had contributed altogether RM9 million to the Formula Malaysia fund to make the campaign a success, Harun said.

The fund would be a boon for those intending to embark on activities that would bring glory to Malaysia such as Datuk Azhar Mansor's feat to be the first mariner to sail round the world on an east-to-west route and the Read brothers' trek to the North Pole.

-- BERNAMA

NZ SHO RYN