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PM launches 'Formula Malaysia'

Lokman Mansor

PRIME Minister Datuk Seri Dr Mahathir Mohamad yesterday launched a competition, called "Formula Malaysia", to usher in the new millennium, with prizes worth more than RM2.4 million up for grabs.

The competition is part of a Formula Malaysia Campaign organised by caring corporate citizens to maintain the nation's formula of stability and harmony.

The companies involved include KUB Malaysia Bhd, Edaran Otomobil Nasional Bhd, YTL Corp Bhd, the Sungei Way Group, Southern Bank Bhd, Malaysian Resources Corp Bhd, Sapura Group of Companies and Tenaga Nasional Bhd.

KUB Malaysia executive chairman Datuk Hassan Harun said the companies discussed for months how best they could contribute in a long-lasting way towards the nation's development.

"We concluded that there is a recipe for Malaysia's success and we want Malaysians to express through this competition what 'Malaysia Boleh' means to them," he told reporters after the launching.

The competition is divided into six categories - essay, short stories, photography, painting, song-writing and website design. The competition will run for three-and-a-half months and end with the prize presentation by Dr Mahathir on December 31 1999.

Each entry will be received by MIDF Corporate & Consultancy Services Sdn Bhd to ensure transparent streamlining of every entry. Judging will be done by a panel comprising local experts in their respective fields.

The competition is open to all Malaysians and the first entry form will be available in local newspapers on September 18 1999.

Each entry must fulfil the following elements:

- * Instil a sense of gratitude for the stability and prosperity in the country.
- * Inspire understanding and appreciation towards Malaysia's recipe of success.
- * Inspire the spirit of Malaysia Boleh.
- * Increase awareness of the nation's history.

The closing date is November 15 1999. The first prize for each category is RM150,000. The second prize is RM100,000 while third place winners will receive RM50,000 each. There will also be consolation prizes of RM1,000 each for 100 entries in each category.

Hassan said the corporations involved in the campaign have also agreed in principle to establish a Formula Malaysia Fund that will help Malaysians achieve excellence in various fields.

He said although the fund is not yet launched, it has already received initial contributions in cash and kind worth RM9 million. The fund will help finance Malaysians who want to emulate the achievements of national heroes like Datuk Azhar Mansor who sailed around the world, and the Malaysian team which climbed Mount Everest.

"We hope to collect as much as possible from corporate citizens and the public. Hopefully the Prime Minister will launch the fund on December 31 1999," Hassan added.

Also present at the launching yesterday were Cabinet ministers and corporate figures involved in the campaign.

Dr Mahathir later presented each of the eight major corporate organisers with a copy of the advertisement for the Formula Malaysia campaign.

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