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Banking on girl-power

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3R - Respect, Relax and Respond, the innovative TV programme tailored for young women, has been nominated in the Best Infotainment category for the Asian Television Awards 2001, which will be held in Singapore on Wednesday.

The other nominees in the same category are from Singapore, India and the Philippines.

The programme has been aired over TV3 and Astro's RIA channel since last August and has received tremendous response from viewers.

It discusses issues that affect young women, showcases exciting activities related to infotainment technology and local outstanding personalities.

In one episode, hosts Azah Yasmin Yusuf, Rafidah Abdullah and Low Ngay Yuen had the opportunity to spend a day with Prime Minister Datuk Seri Dr Mahathir Mohamad and his wife Datin Seri Dr Siti Hasmah at their official residence in Putrajaya.

The show's third season on TV3 ended in September and the new run is expected to begin in February.

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