

21 MAY 2001
Sports-Torch (Sponsor)
COMPANIES URGED TO SUPPORT TORCH RUN

KUALA LUMPUR, May 21 (Bernama) -- The private sector has been urged to give its full support to the 21st SEA Games torch run when it enters its final leg here.

SEA Games torch run Bukit Bintang committee chairman Dr Lee Chong Meng said individuals and companies should do their bit to promote the biennial games to be held from Sept 8-17.

"The people should be made aware of the hosting of the prestigious games by our country...their support is essential since Malaysia may only get to host the games again in 15 or 20 years' time," he told a news conference here today.

At the ceremony, he received a RM10,000 contribution from Sungei Wang Plaza Sdn Bhd general manager Sabri John Arshad for the run.

The torch, which will be here from Aug 27 to Sept 6, will be put on public display at the shopping complex.

The Bukit Bintang area will be the last sector of the run before the torch is handed over to Prime Minister Datuk Seri Dr Mahathir Mohamad on Sept 7 at Dataran Merdeka.

The run, which started in Labuan on March 10, is now in Perak on the 73rd day of its journey which will end at the National Stadium in Bukit Jalil on Sept 8 for the SEA Games opening.

Meanwhile, Kuala Lumpur Youth and Sports Department Director Ong Ang Ieam said the early promotions being undertaken in the Bukit Bintang area would complement the government's publicity drive.

"The promotions will help create the games atmosphere for city folk," Ong said.

-- BERNAMA
FA AZZ YBY