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Special `Roda Impian' to help AIDS foundation

Hizreen Kamal

A SPECIAL 10-episode production of "Roda Impian", Astro's popular gameshow, is slated to go on air on Nov 9.

Called "Roda Impian Charity", the series is conceived to raise funds for the Malaysian AIDS Foundation (MAF) and its medical and educational activities.

In the special programme, game participants will consist of some 30 popular personalities like Datuk Rahim Razali, Erma Fatima, Umie Aida, Vanida Imran, Ferhad, Harith Iskandar and Rashidi Ishak.

The recording for the programme will begin this month.

Describing the joint partnership as "unique", Measat Broadcast Network Systems Sdn Bhd, operator for Astro, director Datuk Badri Masri said this was the first time Astro had organised a charity using its programme as a platform.

"When MAF threw this idea to us not long ago, we did not hesitate to help. With our advanced facilities, we realise that we can assist them in their cause."

Badri was speaking at the signing ceremony of the memorandum of understanding between Measat and MAF at Renaissance Hotel in Kuala Lumpur.

The MoU was signed by Badri on behalf of Measat, while MAF was represented by its chairman Datin Paduka Marina Mahathir. The ceremony was witnessed by MAF trustee Azizi Meor Ngah and AMP Radio executive director Borhanuddin Osman.

"This is all for a good cause and we hope to collect some RM500,000 through this `Roda Impian Charity Series'," he added.

At the same ceremony, Measat pledged RM50,000 to the MAF to kickstart the charity programme.

Beginning from now until Dec 8, a minimum contribution of RM10 can be made to the fund through several means.

Astro subscribers can call in by dialling 03-95434188 from Monday to Friday between 9am and 5pm.

Members of the public can also send a cheque payable to MAF with complete details of the donors written on the back.

Donation can also be made through Astro's website at www.astro.com.my.

Once the `Roda Impian Charity Series' goes on air on Nov 9, viewers can pledge their contributions using short message system (SMS).