

16/12/2002

`3R' proves its winning formula

IT'S no wonder that TV hosts Low Ngai Yuen, Azah Yazmin Yusoff and newcomer Kartini Kamalul are on a high. 3R (Respect, Relax, Respond), the series they co-host, garnered the Best Infotainment Programme at the Seventh Annual Asian Television Awards 2002 held in Singapore earlier this month.

It was the only Malaysian entry to emerge a winner at the ceremony, beating entries from Singapore and China.

"This affirms the concept of 3R that information about women's issues can be presented in a creative and entertaining manner," said Datin Paduka Marina Mahathir, the show's executive producer, in a Press release.

Lina Tan, the show's co-executive producer, said: "I think the programme's success is due to the involvement of everyone in the production team, including the three hosts. The team understands the issues and wants to make a difference in young women's lives as well as in television programming."

Meanwhile, the co-hosts were thrilled that they too got to present an award at the ceremony. "We were excited to share the same stage as celebrities such as Stephen Chow, Donita Rose and Pierre Png. But the highlight was definitely winning an award," said Low.

3R was also nominated for another award, the Best Youth Programme.