

17 SEP 2002

TAX EXEMPTION SOUGHT FOR FIRMS SPONSORING FAMILY CAMPAIGN

KUALA LUMPUR, Sept 17 (Bernama) -- The Women and Family Development Ministry is seeking tax exemption for private companies which sponsor its family institution-promotion campaign.

Minister Datuk Seri Shahrizat Abdul Jalil said the campaign themed "Utamakan Keluarga, Semakin Hari Semakin Sayang" (give priority to the family, love increasing by the day) has been mounted through smart partnership with private companies and the corporate sector.

The campaign had met with very good response since it was launched on July 31 by the Prime Minister, Datuk Seri Dr Mahathir Mohamad.

She said tax exemption would attract more private companies and corporate bodies to sponsor the campaign.

"We also need to think about them. To date all the programmes under the campaign had been sponsored fully by them," she told reporters after distributing car stickers as part of the campaign at the Jalan Duta Toll Plaza here.

The campaign, which will be on this year and next, stresses family values, parenting excellence, striking a balance between career and family as well as education.

Some 85,000 car stickers to promote the campaign were printed in collaboration with the Family and Population Development Board, Royal Malaysia Police, Projek Lebuhraya Utara Selatan (PLUS) Berhad and Platinum Assets dan OSRAM (M) Sdn. Bhd.

--BERNAMA

SOP AZH RON AAM