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Rediffusion on N-Day thank-you drive

Gerald Chuah

AS Malaysians, we have a lot to be thankful and grateful for: racial harmony, political stability and a stable economy, thanks to the leadership of Prime Minister Datuk Seri Dr Mahathir Mohamad who has guided us through two decades.

To express this thanks, Radio Rediffusion Sdn Bhd launched a campaign called 988 Terima Kasih Gratefulness Merdeka Card 2002 at Sungei Wang Complex in Kuala Lumpur last week.

Though the name is a mouthful, the campaign has noble intentions. Besides thanking our leaders, it hopes to spread the message of peace and unity in conjunction with our 45th National Day celebrations on Aug 31.

The station will be going on a road tour to solicit signatures and National Day messages from the public. The tour will feature popular artistes Zhang Zhe & Baby as well as the Radio Rediffusion deejays.

The signatures will be collected on A3-size paper which will then be used to build the 988 Terima Kasih Gratefulness Merdeka Card to be exhibited at the Malaysia Tourism Centre in Jalan Ampang in Kuala Lumpur for public viewing.

The completed card will be presented to Dr Mahathir on Aug 31 at the MTC.

Officiating at the launch of the campaign, Deputy Culture, Arts and Tourism Minister Datuk Dr Ng Yen Yen said: "The prosperity we enjoy today is due to our farsighted leaders as well as our willingness as a nation to support their policies.

"Each one of us has enjoyed economic development, peace, harmony and stability.

"Malaysia has not prospered by coincidence. We have worked unceasingly to be the peaceful, developed and multicultural nation we are today."

She added the effort in building the card symbolises the nation working together and in harmony to express its appreciation of the leaders of the nation, especially the Prime Minister for his vision and steadfastness.

The 988 Terima Kasih Gratefulness Merdeka Card 2002 campaign will begin its nationwide signature drive and tour this month in Kuala Lumpur and move on to Penang, Ipoh, Malacca, and Johor Baru.

The date and venues of the tour are as follows:

Aug 11: (Noon to 5pm) - Kompleks Midlands, and Gurney Plaza, Penang

Aug 17: (10am to 2pm) - Ipoh Parade, Ipoh

Aug 24: (Noon to 5pm) - Mahkota Parade, Malacca.

Aug 25: (Noon to 5pm) - Kompleks Cukai Bebas, Johor Baru

The third week of August will see the radio show team's return to Kuala Lumpur.

There is an effort to place the card in the Malaysia Book of Records as the largest public effort greeting card.

Radio Rediffusion CEO Christina Low said: "In my years in the industry, I have been blessed to see many changes which have shaped the face of the corporate landscape and benefited us much - racial harmony, political stability and a stable economy."

She said it would have been easy for the station to launch a "thank you" campaign on air, but it was decided that the best way to reach out to the people is to go to them.

"We hope that all Malaysians who have benefited from the able leadership of our Prime Minister will come forward and append their signatures on the

card," said Low, adding the campaign also allows the Rediffusion team to get to know and serve listeners better.

People can also request for signature sheets to be sent to them. For more information, call Radio Rediffusion at 03-4048-1988, fax: 03-4043-1988/03-4044-4487.