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3R Day to be held at KLCC Park today

KUALA LUMPUR, Fri. - 3R Day at the KLCC Park tomorrow will see the TV3 programme try to raise awareness about violence against women, albeit in its trademark fun way.

3R executive producer Datin Paduka Marina Mahathir said 3R Day will offer subliminal messages on the theme of violence against women and empowerment.

"Violence against women is an issue that never dies. We felt that it was timely to have the event, not only because of International Women's Day, but also because we begin our new season tomorrow," she told the New Straits Times.

"3R delivers important messages in a fun way. We don't want to be preachy but we feel that it is important to fulfill our social responsibility."

The programme also features on Astro Ria.

The event will see the popular TV series working in tandem with several women's organisations, among them the Women's Aid Organisation (WAO) and All Women's Action Society (Awam), both groups heavily involved in highlighting the issue of violence against women.

Projects highlighting violence against women by both groups will be featured alongside the Women and Family Development Ministry and One-Stop Crisis Centre's (OSCC) efforts in a booth at the exhibition area.

The day's events will kick off with a treasure hunt with a difference with participants riding the LRT in search of clues and receiving their clues via their mobile telephone's Short Message System (SMS).

Next in line is an Inter-School Cheer-Leading Competition with its theme of "Stop Violence Against Women".

The highlight of the day is a concert which will feature the talents of Sheila Majid, Sarimah, Camelia and Annuar Zain.

The concert will be opened by Women and Family Development Minister Datuk Shahrizat Abdul Jalil.

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