

20/07/2002

Popular women's show enters fifth season

V. Josephine

POPULAR programme, 3R (Respect, Relax, Respond), will enter its fifth season on TV3 on Aug 4 and on Astro Ria on Aug 9 with more discussions of current and controversial topics.

A roadshow will be held to promote the programme and it will run concurrently with a women empowerment campaign using "RESPOND", a safety video for women and the search for a new 3R host.

The roadshow, to be held from Aug 3 to Sept 7, will feature various fun activities at selected venues in Kuala Lumpur, Penang, Johor Baru, Kelantan, Sabah and Sarawak.

The three programmes were launched recently by 3R executive producer Datin Paduka Marina Mahathir at Telawi Street Bistro in Bangsar Baru.

Accompanying her were the 3R hosts, Yuen, Rafidah and Azhar.

"The 3R show has grown from strength to strength each season since it came on air in 2000. During the fourth season, 3R averaged 570,000 viewers an episode for adults aged 15 and above. This does not include Astro viewers who watch 3R on TV3 and Astro Ria at 9pm on Fridays and 1pm on Saturdays," she said.

Later, Marina presented the safety video to the Women and Family Development Ministry's public relations officer Wan Saidatul Shafina Mohd Amin.

There is also a competition for the public to guess which host will be leaving the show, which will be kept secret until episode 10 of the season. For more details, log on to www.3R.com.my.