

Telcos kick off SMS campaign to honour Dr M

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KUALA LUMPUR: Celcom and TMTouch kicked off yesterday a campaign to enable their customers to pay tribute to Prime Minister Datuk Seri Dr Mahathir Mohamad through the Short Messaging System (SMS) until Sept 18. All the messages will be documented into a CD-ROM and a book, which will be presented to him.

The *Kempen SMS Kasih Perdana* was launched by Deputy Information Minister Datuk Zainuddin Maidin, who also sent an SMS saying "*Terima Kasih. banggamembangunkan bangsa berrmaruah* (Thank you, proud [of you] in the creation of a dignified race)."

"Dr Mahathir has done a lot

for the country and it is right for us to express our gratitude to him," he said.

Celcom group executive officer Datuk Ramli Abbas said that during a trial run of the campaign beginning on July 18, the response was very encouraging.

"We received between 5,000 and 8,000 SMS daily. We are confident of achieving our target of 2.5 million messages within the one-and-a-half months," he said.

He added that Celcom had the right to screen and edit every message received and to reject any SMS message which was not in line with the theme of the campaign.

"We will be giving cash prizes to the 100,000th, 500,000th, one millionth, 1.5

millionth and the two millionth message sender," he said.

Those wishing to pay tribute to the Prime Minister will have to type *PM* and then send the message to 26376. Following this, they will receive a response and be required to type their tribute, including their name and address before sending the message to the number.

Ramli said that for each SMS sent, Celcom customers would be charged a flat rate of 15 sen and TMTouch customers 10 sen while for each SMS received, subscribers to both providers would be charged 50 sen.

He said that a portion of the proceeds from the campaign would be donated to the Pertubuhan Anak-Anak Yatim Malaysia (Peyatim).