

07 JUL 2004

DAIMLER-AWARD

DAIMLERCHRYSLER AMONG SPONSORS FOR RED RIBBON MEDIA AWARDS 2004

KUALA LUMPUR, July 7 (Bernama) -- Local wholesale distributor of Mercedes-Benz vehicles, DaimlerChrysler Malaysia, together with the Malaysian Aids Council (MAC) have invited entries for their biennial Red Ribbon Media Awards (RRMA).

In a statement here today, DaimlerChrysler said the award, introduced in 1996 to reward excellence in journalism, was among the efforts to recognise and honour the vital role of the Malaysian media practitioners who have contributed significantly towards educating the public about HIV/AIDS.

DaimlerChrysler president and chief executive officer Frank Steinleitner said the company was glad to be given the opportunity to participate as the principal sponsor of the RRMA this year and also for 2006 and 2008.

On AIDS, he said that although the infection rate in Malaysia was not as high as in South Africa or Thailand, the company was concerned about the rising rate and was convinced by MAC that action was much needed, especially in awareness, health education and prevention programmes.

"Media practitioners are generally looked upon by society as role models and their spoken and written words have the power to effect social change.

"It is with this we are collaborating with MAC to recognise the exemplary work done by members of our local media in educating the public on the latest and important information on HIV/AIDS," said Steinleitner.

The categories for the RRMA have been streamlined into print media, broadcast media and non-traditional media covering articles, advertisements and other materials that have been published, broadcast or performed between June 1, 2000 and May 1, 2004.

Winners for various categories this year would receive a certificate of excellence from MAC, specially designed trophies and cash prizes of RM2,500 each.

MAC president Datin Paduka Marina Mahathir who received a contribution amounting to RM250,000 from Steinleitner said, the award was a simple way of saying "thank you" to news agencies as well as various individuals who have provided help in getting the message of HIV/AIDS prevention across. --

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