

30 JUN 2004  
Rally-Reading  
NON-STOP READING RALLY FOR 101 HOURS

KUANTAN, June 30 (Bernama) -- Kolej Institut Kemajuan Iktisas Pahang (IKIP) today began the IKIP Reading Rally 2004 programme which involves non-stop reading of the 10 volumed encyclopaedia authored by former Prime Minister, Tun Dr Mahathir Mohamad.

IKIP Acting Chief Executive Officer Dr Nor Hasnan Ahmad said the selection of the former Prime Minister's encyclopaedia was because it covered a wide scope which touched on various fields of knowledge.

He said the programme participants comprised 30 IKIP students who began reading at 10am and were expected to continue for 101 hours non-stop, ending on July 4.

The feat portrayed that the reading culture could be practised regardless of the place or time and it was a light activity that could be implemented continuously, he said, adding that the reading rally would be held at selected offices and public places in Kuantan.

Apart from inculcating reading interest among the people, he said the programme was expected to make its way into the Malaysian Book of Records.

"On the final day of the reading rally, the participants will ensure that the reading will break the existing record of 96 hours and 32 minutes with the expected duration of 101 hours," he said at the launching of the programme at Yayasan Pahang office here today.

Yayasan Pahang General Manager Datuk Sa'ariah Saad, who launched the programme, was the first to read, followed by several IKIP officers who were then relieved by IKIP students.

Dr Nor Hasnan said each group, comprising four to five students, would take turns to read silently for four hours and a new group would take over once the hour was up.

He said monitoring would be done for 15 minutes for each hour by the jury appointed from neutral bodies and organisations who would sign

the log  
book during each visit to each venue and the authentication process  
by the  
jury would be recorded on video.

Dr Nor Hasnan said the last page of the encyclopaedia would be  
read by  
Pahang Menteri Besar Datuk Seri Adnan Yaakob at his official  
residence and  
it would be aired via teleconferencing in front of invited guests at  
Kuantan Parade shopping centre, here.

The Malaysian Book of Records would award the certificate to  
Kolej IKIP  
and the participants after they were satisfied with the inspection  
and the  
validity of the Reading Rally, he said.

--BERNAMA

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