

21/02/2003

TV programmes to support peace drive

PLAYING its part to support the "Malaysians For Peace" campaign launched by Prime Minister Datuk Seri Dr Mahathir Mohamed recently, Sistem Televisyen Malaysia Berhad, or TV3, launched its own "Romancing TV3: Love Peace Not War" campaign on Feb 9.

The TV3 campaign was launched by Women and Family Development Minister Datuk Seri Shahrizat Abdul Jalil in a colourful ceremony held at 1 Utama shopping complex in Bandar Utama, Petaling Jaya.

Also present were TV3 chief executive officer Farid Ridzuan, Jaya Jusco managing director Soichi Okazaki and Jaya Jusco shopping centre general manager (management) Chong Siew Ying.

Farid said the campaign was to support Dr Mahathir's call to stop agitation and war threats.

"Instead, we want to promote and instil the feeling of love between one another, which will indirectly result in harmony within the community and country.

"TV3 employees have joined hands in getting as many signatures as possible for the 'Malaysians For Peace' campaign, besides putting down their own signatures.

"The station will air a number of programmes to help promote love and peace throughout this month."

The line-up includes several English, Chinese and Malay movies, all with the underlying message of love.

Also included are two new series, titled Each Other and Scrubs, and a Chinese series, At The Threshold Of An Era II.

During the launch, shoppers at 1 Utama were in for a treat when several local artistes, like Ning Baizura, Nurul, Ajai, Fadzley and newcomer Hazami, belted out their popular hits.

TV3 personalities also went on stage and sang a song, besides showering the audience with flower petals.

Among the personalities were newscasters Yusanani Yushak, Anne Raj, Azizah Ariffin and Yasir Mansur, Nightline's Sheliza Shahadan, Business News' Fiona Pereira, Nona's Norjuma, Majalah Tiga's Norazlina Redzuan, Malaysia Hari Ini's Nizal Mohamad and Noorhaina Hirawani and Wanita Hari Ini's Sharifah Shawati.

Also seen were members of top comedy group Senario.

Shoppers were given the opportunity to find out the programmes to be aired by TV3 this month through a showreel preview.

There was also a quiz which offered exciting prizes.