

Events to mark 50 years of Merdeka

PUTRAJAYA: Media Prima Bhd will hold a year-long celebration to commemorate the 50th anniversary of Merdeka next year starting this September, with special television programmes, an international roadshow, and exhibitions, among others.

Using its stable of TV channels; radio stations and newspapers, Media Prima will invite other private sector corporations to participate in the celebrations themed "Embracing Malaysia, Embracing the World", group managing director and chief executive officer Abdul Rahman Ahmad said at the launch of Media Prima's 50th Merdeka Celebration logo yesterday.

Prime Minister Datuk Seri Abdullah Ahmad Badawi launched the logo at the Finance Ministry yesterday.

He thanked Media Prima for being the first from the private sector to initiate efforts at nurturing nationalistic pride.

"It is important to celebrate 50 years of Merdeka as it is 50 years of pride. We are proud as a country for having succeeded in developing and prospering our nation.

"We can learn from 50 years of independence on how to further strengthen our country for 2020 when we will become a developed nation," Abdullah said after unveiling the logo.

Abdul Rahman said Media Prima would strategise plans and activities aimed at inspiring Malaysians to

achieve global standards.

He said Media Prima was acting as a catalyst for other private sector companies to promote national pride.

"They can consider using their corporate social responsibility budgets to join our efforts. We hope to be talking to some corporations soon."

Group CEO for Media Prima Television Networks Datuk Farid Ridzua,

said a TV roadshow would be held in various major-cities worldwide to showcase Malaysian products and brands.

"This will be part of the year-long celebration for everyone to absorb the Merdeka spirit," he said.

New Straits Times Press CEO Datuk Syed Faisal Albar said the newspapers in the group would contribute archival material to lend the

celebrations an air of historical authenticity.

"To remember our history, we need to have the actual pictures and text of what happened at the time, and we will be able to contribute the richness of our archives."

Among the programmes will be a special TV3 series on the history of the Emergency, which will include interviews with former soldiers who

fought during the time.

Present at the event were Media Prima chairman Datuk Abdul Mutalib Mohamed Razak, NSTP group editor-in-chief Datuk Hishamuddin Aun, ntv7 CEO Amrin Awaluddin, 8TV chief operating officer Ahmad Izham Omar, TV3 director of operations Anthony Firdaus Bujang, and TV9 chief operating officer Bukhari Che Muda.