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1 Malaysia Negaraku icon launched

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> New symbol combines two popular programmes to avoid confusion among rakyat, says Najib

PUTRAJAYA: Prime Minister Datuk Seri Najib Abdul Razak yesterday launched the iMalaysia Negaraku (iMalaysia MyCountry) icon that combines the iMalaysia concept and the Negaraku initiative to symbolise the consolidation of the message and platform to foster national unity.

Launching the icon at Perdana Putra here in the presence of Cabinet ministers, he said the rebranding of the iMalaysia icon was to avoid confusion among the people, who had become familiar with the two concepts.

"Therefore, we agreed to combine the two symbols into one national icon so that we do not discard the iMalaysia concept and focus only on the Negaraku concept as though iMalaysia does not exist anymore.

"We will continue to champion iMalaysia.

"We have decided that this is the new icon for our nation, namely iMalaysia Negaraku," he said at the launch.

Deputy Prime Minister Datuk Seri Ahmad Zahid Hamidi, Cabinet ministers including

Communications and Multimedia Minister Datuk Seri Salleh Said Keruak, Chief Secretary to the Government Tan Sri Ali Hamsa and Communications and Multimedia Ministry secretary-general Datuk Seri Sharifah Zarah Syed Ahmad were also present at the launch, Bernama reported.

Najib said the iMalaysia concept launched in June 2009 had been accepted as the approach, philosophy and concept that were most meaningful for Malaysians.

"iMalaysia is not just a concept and a vehicle but is based on key and ancillary values that can form the basis of building a nation state."

Najib said the journey towards real and meaningful unity took time and had to traverse various challenges and obstacles but with the basic values associated with iMalaysia, the country would be able to move towards the desired goal.

He said the iMalaysia concept varied from that introduced earlier because it was linked to products and programmes using the iMalaysia name such as clinics, shops, training schemes and housing projects.

Najib said the Negaraku initiative launched in March received tremendous response from the people.

Najib said the new icon would be used for this year's Merdeka Day celebration.