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MALAYSIA AIRLINES PLEDGES SUPPORT

It will feature 'Negaraku' emblem and special livery on several of its aircraft

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MALAYSIA Airlines has pledged its participation in the "Negaraku" initiative, which is aimed at instilling the spirit of patriotism.

In a special ceremony witnessed by Prime Minister Datuk Seri Najib Razak yesterday, officials of the national carrier pledged to support the initiative by featuring the "Negaraku" emblem with special livery on several of its aircraft, among others.

Malaysia Airlines Bhd chief executive officer Peter Bellew said the "Negaraku" logo would be featured on touchpoints, including the airline's boarding passes, uniforms, emails and official website.

"For us, the 'Negaraku' brand is very similar to our own. 'Negaraku' is a Bahasa Malaysia word for 'My Nation', but it means so much more than that.

"It speaks volumes for the pride and love Malaysians have for each other and their nation.



NEGARAKU

And we, the national airline, are proud to be part of that as we bear the 'Negaraku' logo on behalf of each and every Malaysian whose flag we represent worldwide," he said.

During the ceremony, the prime minister was presented with a special Malaysia Airlines boarding pass and an aircraft model with special livery at Perdana Putra here yesterday.

Present were Communications and Multimedia Minister Datuk Seri Salleh Said Keruak and Transport Minister Datuk Seri Liow Tiong Lai.

Bellew said Malaysia Airlines was proud to commit itself to the "Negaraku" initiative to under-



Datuk Seri Najib Razak receiving a special Malaysia Airlines boarding pass and an aircraft model with special livery in Putrajaya yesterday from Malaysia Airlines Bhd chief executive officer Peter Bellew. With them is Malaysia Airlines Bhd chairman Tan Sri Md Nor Md Yusof. PIC BY MOHD FADLI HAMZAH

line its status as the only 100 per cent Malaysian-owned airline.

"Negaraku is about beauty. Malaysia has a unique culture and biodiversity. Tourism is just starting in Malaysia. People have no concept of how big the tourism industry can be. Sabah and Sarawak are poised to lead the way.

"Negaraku is about faith. Religious faith of every persuasion in every form is open and encouraged. My colleagues live their faith every day at work and care for each other. It is a beautiful thing to witness," said Bellew.

He said "Negaraku" depicted the unique harmony among the country's multiethnic community.

"From Asia to the Americas, from Europe to Africa, there have been 60 years of wars and conflict. Malaysia holds a flame of peace year in and year out.

"Negaraku is about the hard work which has put Malaysia in the top 25 economies globally. It is a nation that grew at a rapid rate but never lost its family values."

Bellew praised Najib for his continuous support to Malaysia Airlines, adding that in the last

nine months, it had recorded a load factor growth of 15 per cent.

In December, Malaysia Airlines recorded a load factor of 90 per cent, the highest registered by any full service carrier in the world, better than American Airlines, British Airways and Singapore Airlines.

Page 1 pic: A pilot and cabin crew members holding a model plane sporting the new Malaysia Airlines livery in Putrajaya yesterday. PIC BY AHMAD IRHAM MOHD NOOR