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Malaysia Airlines joins Negaraku initiative

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PUTRAJAYA: In an effort to promote patriotism as the country's 60th Merdeka celebrations nears, national carrier Malaysia Airlines Berhad (MAB) has confirmed its participation in the "Negaraku" initiative.

Launched by Prime Minister Datuk Seri Najib Abdul Razak at the Prime Minister's Office yesterday, the initiative is a

nationwide movement driven by Malaysians for Malaysians with the objective of fostering unity and instilling the spirit of patriotism.

Also present at the launch were Transport Minister Datuk Seri Liow Tiong Lai, Communications and Multimedia Minister Datuk Seri Salleh Said Keruak, MAB chairman Tan Sri Md Nor Md Yusof and its chief executive officer Peter Bellew.

Bellew said Malaysia Airlines

is proud to commit to the initiative to underscore its status as the only 100% Malaysian-owned airline.

"I applaud this initiative for the country and we are proud and excited that Malaysian Airlines is able to play its role in spurring patriotism.

"Negaraku is a simple Bahasa Malaysia word that means 'my nation' but it means so much more than that. It speaks volumes for the pride Malaysians have for each other

and their wonderful nation.

"We are proud to be part of that as we bear the Negaraku logo on behalf of Malaysians whose flag we represent worldwide," he said.

Malaysia Airlines will feature the Negaraku logo on the ground and online, as well as at its various touch points.

Its inflight magazine will also feature Malaysians who have brought pride to the country, and present special content in its inflight entertainment.