

Merdeka celebration to reach out to youths through social media tools
The Star Online
August 30, 2012

PETALING JAYA: The 55th Merdeka *Janji Ditepati* celebration at the Bukit Jalil National Stadium tomorrow will focus on Generation-Y, besides highlighting the contributions of national figures.

Information, Communications and Culture Minister Datuk Seri Dr Rais Yatim, who said this, revealed that the event would have entertainment suited for the young.

"The people will have a chance to interact with Datuk Seri Najib Tun Razak that night, by expressing their Merdeka aspirations and wishes to him via Twitter.

"The Prime Minister will response to some of the tweets from three segments of the celebration," he said.

It was reported that the ministry had targeted to set a new world record by getting a million tweets in a period of one hour expressing via *#Merdeka55* between 8.15pm to 9.15pm.

Dr Rais said the ministry was trying to reach out to the youths through social media tools as it had become a trend with most Malaysians having their own mobile phone.

"The response so far has been impressive and as of Aug 24, the number of tweets posted had reached almost 80 million.

"We want more people to participate during the event and I have instructed my officers to guide the young on how to sign up for their own Twitter account," added Dr Rais.

Najib, his wife Datin Seri Rosmah Mansor, Deputy Prime Minister Tan Sri Muhyiddin Yassin, Cabinet Ministers, Barisan Nasional officials and members, and various NGOs will go on a "Unity Walk" around the stadium.

Several popular local artistes are scheduled to perform before a crowd of about 100,000.

Copyright © 1995-2012 Star Publications (M) Bhd

Source: <http://thestar.com.my/news/story.asp?file=/2012/8/30/nation/11935185&sec=nation>