

**BN leaders reach out to Chinese voters**  
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**JOHOR BARU: Barisan Nasional has injected plenty of creativity in reaching out to Chinese voters in conjunction with the Chinese New Year.**

Be it in the form of sending greeting cards, giving out mandarin oranges and red packets, or hanging buntings by the roadsides, the greetings are expected to boost their image and enhance rapport with the people.

Taking the lead is Prime Minister Datuk Seri Najib Razak, who greets Chinese voters with his message written in Chinese and translated as "Gong Xi Fatt Cai" and "Peace and Prosperity to the Nation and People".

Found in abundance along the Kuala Lumpur-Seremban Highway in the form of buntings, what has impressed motorists the most is the strikingly red Chinese suit the prime minister is wearing, with a blue sky as a backdrop.

MCA Youth chief Datuk Dr Wee Ka Siong is going digital with his simple greeting card, which is set to appeal to young voters.

Just follow the simple instructions to scan the phone icon on the card with an iPhone or iPad, Wee's animated figure will pop out from the card in 3D format to present his Chinese New Year greetings.

When the card flips to the inside page, touch the "play" icon and Wee will appear in digital format with his greetings.

If Wee's greeting card has any message to go by, it is probably an indication of the importance of innovation in the digital age to reach out to voters.

The more conservative, however, still prefer to send out greeting cards.

One of them is Chris Lee, who is the MCA Bakri division youth chief.

Dressed in a red collared T-shirt and a pair of khaki-coloured slacks, the special officer to Menteri Besar Datuk Abdul Ghani Othman successfully projects the image of a vibrant and energetic young man who is ready to serve at any time, anywhere.

In the message, Lee thanks everyone for their support in the past, and wishes them a progressive year and good health.

For the past two weeks, it has been common to see BN party leaders giving out mandarin oranges and red packets at old folks' homes and orphanages, among others.

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