

## **Melaka Puteri UMNO Urged To Focus On Young Voters**

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MELAKA, Oct 17 (Bernama) -- The Melaka Puteri UMNO is urged to focus on efforts to track young female voters who have the potential to become new members of the movement ahead of the 14th General Elections (GE14).

Its chief Datuk Mas Ermieyati Samsudin said such an effort needed to be effectively implemented through the causes or problems being faced by those aged 35 and below.

"So far we identified about 65,000 young female voters in Melaka and, of that total, I am confident a large proportion are potential women voters for Puteri.

"Hence all Puteri members at all levels must work hard and go to the ground to identify this group of women voters," she told reporters after the Melaka Puteri UMNO programme with Puteri members here last night.

The ceremony was also attended by State UMNO Liaison chairman and Melaka Chief Minister Datuk Seri Idris Haron.

Mas Ermieyati said a series of meetings, trainings and courses would be conducted as part of the preparation by Puteri UMNO machinery to help Barisan Nasional (BN) in GE14.

At present over 50 per cent out of the total voters in Melaka comprised young women who are able to contribute substantially to BN in GE14 and, hence, she urged the state UMNO leadership to consider increasing Puteri UMNO's quota to contest in the polls.

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