

Tourism Ministry introduces print and electronic media partners for “1Malaysia Green, 1Malaysia Clean” campaign

Championing a clean and healthy environment

Kuala Lumpur, 21st October, 2010 --- The Ministry of Malaysia today officially announced its print and electronic media partners for its 1Malaysia Green, 1Malaysia Clean (1MG1MC) campaign. Representatives from The Star Group, Media Prima Group, New Straits Times Press, NST-Travel and Harian Metro, Sin Chew Daily and Guang Ming Daily, Nanyang Siang Pau and China Press, Jiayu (Channel 304 Astro) and Malay Mail were present for the occasion.

Via this CSR partnership, the ministry is committed to work with media groups to heighten public awareness and publicity on projects or programmes that are linked with 1MG1MC movement and at the same time promotes domestic tourism.

The Minister of Tourism Malaysia, YB Dato’ Sri Dr. Ng Yen Yen said the objective of the campaign is aimed at changing the mindset, habit and attitude of Malaysians towards cleanliness. “It is important to promote cleanliness nationwide and to raise awareness to Malaysians on the importance of a healthy environment and be the champions responsible towards keeping their surroundings clean,” she emphasized.

“To achieve this objective, the Ministry is taking the lead by establishing and promoting cleanliness as a standard for Malaysia as our country strives to maintain its position in the top 10 list of the most visited countries in the world.

“Thus, we are most happy that our local media companies have decided to come forward to show their support and take on this movement as part of their corporate social responsibility program”, she added.

The “1Malaysia Green and Clean” nationwide campaign is part of the Ministry of Tourism Malaysia’s efforts to achieve its target of 36 million arrivals a year by 2020. The campaign was launched in Kuala Lumpur on July 18 2010 which saw the introduction of the campaign’s official theme song – 1Malaysia Bersih dan Indah and its mascot, Mr Bin.

The 1Malaysia Green 1Malaysia Clean media partners will conduct the following:

- i. NST & Harian Metro

NST-Travel and Harian Metro Wajah-Wajah will be running contests (November – December 2010) giving out prize money of RM300 to a total of 9 of their winners respectively. To participate, readers of NST need to submit their travel experiences encompassing Green and Clean elements while Harian Metro readers to MMS pictures of travel destinations with Green and Clean elements. Winners will be selected from published entries in NST and Harian Metro.

ii. The Star

Promoting 1MG1MC in the Star special pullout “Go Green Live Green” (every 3rd Tuesday of the month) on environment. The Star will published editorial articles based on tourist related attractions such as beaches, parks & gardens, islands, rest & service areas etc. Apart from that, Star will also run Star Brats activities by making the 1Malaysia Green, 1Malaysia Clean their theme.

iii. Kuntum

The “Green & Clean Culture” Campaign will be featured in the Kuntum/Kids Fair 2010 where contests and games will be held to communicate the movement’s messages. Other activities will cover school visits and talks.

iv. Sin Chew Daily & Guang Ming Daily

To run a series of “investigative” news reporting on the overall cleanliness of our restaurants and coffee shops as well as tourist spots (November – December 2010).

v. Jiayu (Channel 304 Astro)

Jiayu will feature a 10-episode 1 minute bulletin for the entire months of November and December 2010 over Channel 304 Astro as public service responsibility and to highlight clean beautiful tourist spots as tipped by the general public.

vi. Malay Mail

A contest to invite readers to share what clean tourist spots mean to them and how they can help to make a difference via a short essay and photos (November 2010 – February 2011).

vii. Media Prima Group

To air a 40 second information capsule which will highlight green and clean beaches, islands, forests, eco-tourism and highlands (every Wednesday and repeats on Saturday). This will be aired over TV3, NTV7 and Channel 9.

Apart from that, TV3 will also bring our mascot Mr Bin in their “TV3 School Attack” programme around the country. Targeting primary school children, this program aims to disseminate information about 1MG 1MC via special games and goodies that will be led by Mr Bin.

The 1MG 1MC messages will also be disseminated via Mr Bin at the Media Prima Berhad’s on-ground events such as Jom Heboh, Yuan and Suasara carnivals this year.

viii. Nanyang Siang Pau and China Press

To run a series of editorial on current progress or overall cleanliness of our taxis.

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