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5,000 expected at unity walk



Event to showcase support for diversity

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KUALA LUMPUR: Some 5,000 people will proudly walk for unity, harmony and tolerance at the Anak-Anak Malaysia Walk 2016 at the Bukit Bintang City Centre tomorrow at 6.30am.

Parents are taking their children there, bosses are clearing their diaries to join their employees for the walk and friends are making plans to carpool to the event.

People from all walks of life – from ordinary Malaysians to corporate figures and celebrities – will be there.

"We are ready, let's walk," said Star Media Group Bhd group managing director and chief executive officer Datuk Seri Wong Chun Wai.



All for unity: Wong (right) with staff from the Marketing and Corporate Communications Department (from left) Norfaiah Azizi, Hanni Hazirah, Laila Aidilia, Sarah Yeoh and Calvin Tan penning down messages of moderation and unity on the message board at the Menara Star lobby.

"This is the first time that we are inviting Malaysians to walk with us on that day in support of diversity and tolerance.

"This is also a chance for ordinary folk to walk with legends such as football greats Datuk Soh Chin Aun, Datuk Santokh Singh, as well as celebrities like Harith Iskander and Lisa Surihani.

"What better representation of

Malaysia to bring people together than this group," added Wong.

"Aside from promoting moderation, we would like to emphasise that the walk is "totally non-political" and that as Malaysians we are proud of our multi-racial, multi-cultural and multi-religious make-up.

"So whatever challenges we are facing, Malaysia remains a peaceful country and we look forward to

walking with fellow Malaysians who have registered for the walk," he said.

The event will be flagged off by Kuala Lumpur mayor Datuk Seri Mhd Amin Nordin Abd Aziz.

The 3.4km walk is organised by Star Media Group in collaboration with Ecoworld. Other sponsors for the event include Car Sponsor: Proton, Gold Sponsor: Panasonic

and Silver Sponsors: Tenaga Nasional and YES.

Last year, Ecoworld and Star Media Group were partners in a successful "banding for unity" project – the #AnakAnakMalaysia wristbands – where thousands of Malaysians wore the bracelets in support of unity and diversity in conjunction with the 58th National Day.

VALUATOR

Company(Brand)	Mention	Tone	ROI
Bukit Bintang City Centre (Bukit Bintang City Centre)	1	0	0
Carpooling (Carpooling)	1	0	0
Eco World Development Sdn Bhd (Eco World Development Sdn	2	0	0
Panasonic (Panasonic)	1	0	0
Proton Holdings Bhd (Proton Holdings Bhd)	1	0	0
Tenaga Nasional Berhad (TNB) (Tenaga Nasional)	1	0	0