



Wong (centre) with Aset Kayamas executive director Michael Chai (second from left) and his staff during the launch of Raise the Flag campaign at Menara Star. — Photos: IZZRAFIQ ALIAS/The Star



Wong (left) giving Sunsuria Bhd executive director and chief executive officer Koong Wai Seng a Raise the Flag memento.

# A salute to Jalur Gemilang

Campaign aims to bring Malaysians together while celebrating unity

THE Raise the Flag campaign by Star Media Group Bhd is aimed at uniting Malaysians and taking the country to a higher level.

“Let us focus on the larger picture. Let us bring Malaysians together and not be sidetracked by other issues,” said Star Media Group chief executive officer and managing director Datuk Seri Wong Chun Wai at the launch on Thursday.

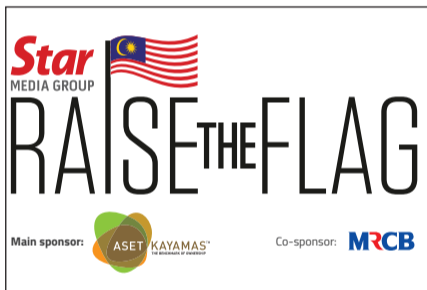
He said as a Malaysian, he was proud of his country no matter where he is in the world.

Present at the launch in Star Gallery, Menara Star, Petaling Jaya, were Aset Kayamas Sdn Bhd executive director Michael Chai, Malaysian Resources Corporation Bhd (MRCB) group managing director Tan Sri Mohamad Salim Fateh Din, Sunsuria Bhd executive director and chief executive officer Koong Wai Seng and Mydin Mohamed Holdings Bhd managing director Datuk Ameer Ali.

Aset Kayamas is the campaign’s main sponsor while MRCB is the co-sponsor.

Sunsuria and Mydin are partners for the campaign, which is held in conjunction with National Day and Malaysia Day.

The Jalur Gemilang took centre stage at the launch with Wong and the VIPs raising and saluting the national flag.



Also present were singer Najwa Latif, Suria FM deejays Fizi, Suraya and Tyzo as well as 98.8FM deejay Chloe Low and other celebrities.

Under the Raise The Flag campaign, special four-page spreads will enable Malaysians to cut out and assemble their own mini flags. Look out for the first print on Monday.

On the same day, there will also be T-shirt templates included in the newspaper centrespread. Decorate them with a Malaysian motif, be photographed “wearing” the T-shirt while holding the flags and use the hashtag #RaiseTheFlagMY on social media.

Prizes await the best photos.

To bulk order any of the special Raise The Flag issues slated for July 28, Aug 12, Aug 18 and Sept 14, contact The Star’s Customer Care unit at 1300 887 827 (Monday to Friday, 9am-5pm).



(Standing from left) Star Media Group chief revenue officer Lim Bee Leng, Koong, Wong, Mohamad Salim, Dr Ameer, Star Media Group chief operating officer Calvin Kan, celebrities Sarah Fazny and Najwa Latif with deejays (front row from left) Chloe Low, Fizi, Suraya and Tyzo.



MRCB Sales and Marketing senior manager Chong Hong Lim, Corporate Communications manager David Chung Yaw Min, Corporate Communications general manager Mohaini Mohd Yusof, chief corporate officer Amarjit Chhina, Property chief operating officer Lok Ngai Hey, Land senior manager Mohd Faizal Muslim, Sales and Marketing vice-president Angeline Neoh Phaik Hoon and Sales and Marketing manager Stephanie Yap Mooi Koon.



(From left) Suria FM announcer DJ Lin, singer Wani Kayrie, Wong, Najwa, Sarah and Suria FM announcer DJ Fizi Ali at the campaign launch.



Dr Ameer (third from left) and his staff waving the Jalur Gemilang in support of the Raise the Flag campaign.