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Walking the talk for unity

CEO: Non-political event is a step towards promoting moderation, too

KUALA LUMPUR: The Anak-Anak Malaysia Walk – the first of its kind – ahead of the National Day celebration will kick off at the Bukit Bintang City Centre on Aug 14.

“We are inviting all Malaysians to walk with us on that day in support of diversity and tolerance,” said Star Media Group group managing director and chief executive officer Datuk Seri Wong Chun Wai.

Thousands of participants are expected to take part in the 6.30am walk, starting from the junction of Jalan Imbi and Jalan Pudu, at the site of the former Pudu Jail.

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 renowned property developer EcoWorld Bhd.

“The walk is aimed at promoting unity, harmony and tolerance ahead of the National Day. You can say we wish to walk the talk.

“The walk is also to emphasise the importance of moderation. This is the message we want to send out at this juncture in the nation’s history,” said Wong.

He stressed that the walk was “totally non-political”.

The event will also emphasise that Malaysians are proud of their multi-racial, multi-cultural and multi-religious make-up.

“Whatever challenges we are facing, Malaysia remains a peaceful country.

“The walk will help remind us that we are all Anak-Anak Malaysia, and as Malaysians, we must be together at all times,” Wong said.

Celebrities, sportsmen and corporate figures will also be taking part.

“We hope to see a large crowd,” Wong said,



#ANAK ANAK MALAYSIA WALK
FOR UNITY, HARMONY & TOLERANCE

Date: Sunday, 14 August 2016
Venue: Bukit Bintang City Centre, Kuala Lumpur
Time: 6.30am • **Distance:** 3.4 km

Register now
<http://sites.thestar.com.my/aamwalk/>

adding that the national car was the prize for a lucky draw at the event.

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. Other sponsors for the Anak-Anak Malaysia Walk include Proton (Car Sponsor); Panasonic (Gold Sponsor) and Tenaga Nasional and YES (Silver Sponsors).

To join the walk, register at <http://sites.thestar.com.my/aamwalk/>.

The first 2,000 to register will receive an exclusive X-Men-themed thumb drive worth RM30, courtesy of Golden Screen Cinemas.

For more information, contact 03-7967 1388, ext 1432/1529/1243 (Mon-Fri, 9am-5pm).