

Headline	Teamwork made unity walk a success		
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THE resounding success of the inaugural Anak-Anak Malaysia Walk 2016 (#AAM Walk) would not have been possible without the strong collaboration between Star Media Group and event partner EcoWorld Development Group Berhad (EcoWorld).

The event, which took place on Sunday at Bukit Bintang City Centre, Kuala Lumpur, brought some 6,000 people from all walks of life; young and old, prominent corporate figures, celebrities and ordinary folk in the spirit of unity, harmony and tolerance.

EcoWorld group branding head Steven Tang Shu Shen said their biggest challenge was making sure the venue was ready in time for the walk.

"We worked closely with the logistics team to ensure the place was interactive for the participants. We had the large mock-up of wristbands and cut-out boards where the participants could pose for pictures to commemorate the day," he said.

He said that he had to work against the clock to get the large order of Anak-Anak Malaysia wristbands ready prior to the walk.

"Our main aim was ensuring everyone had as much fun as possible on the event day. We are glad that everyone was in good spirits. When the participants stood together at the starting line singing *Negaraku*, it was a moment that we would not forget," he said.

Tang stressed that a good working relationship with the Star Media Group team enabled them to overcome the challenges swiftly and effectively.

Meanwhile, Star Media Group marketing and corporate communications senior manager Yuswanis Yusof said the strong teamwork between both sides ensured the event on Sunday ran smoothly.

"We expected a big crowd, so our biggest task was ensuring the dignitaries and participants were looked after.

"In the month leading up to the walk, we

Teamwork made unity walk a success

Co-organisers and sponsors all contributed to memorable event

worked closely with our events team to get the necessary permit from the authorities, including the police, Kuala Lumpur City Hall (DBKL) and Alam Flora," she said.

Star Media Group events head Kenny Thong said precise coordination was crucial in preparing for this event.

He said his 14-member team all pitched in to assemble 5,000 goodie bags for the registered participants.

"From receiving of the items to packing and distributing them, it could not have been done without a coordinated effort," he said.

Star Media Group advertising and business development general manager Lydia Wang said all the sponsors came together in various forms to support the message behind the #AAM Walk.

"They each brought in different kinds of support, either by sponsoring prizes or even by sending their staff to participate in the walk.

"This made for a more lively and exciting event," she said.

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(Front row, from left) Golden Screen Cinemas Group Sdn Bhd chief executive officer Koh Mei Lee, Nestle Malaysia corporate affairs director Eliza Mohamed, Star Media Group chief revenue officer Lim Bee Leng and Panasonic Malaysia Sdn Bhd consumer marketing and customer service director Takaaki Uehara at the Anak-Anak Malaysia Walk 2016.

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EcoWorld and Star Media Group staff distributing goodie bags to Anak-Anak Malaysia Walk 2016 participants at Bukit Bintang City Centre prior to the event.



(From left) Star Media Group chairman Datuk Fu Ah Kiow presenting a memento of the Anak-Anak Malaysia Walk 2016 to Tenaga Nasional Bhd corporate affairs and communications senior manager Wan Hairul Razli Wan Ahmad Kushairi. Looking on is Star Media Group managing director and chief executive officer Datuk Seri Wong Chun Wai.



Star Media Group's marketing and corporate communications team jumping for joy after successfully organising the inaugural Anak-Anak Malaysia Walk 2016.



It was a lucky day for Anak-Anak Malaysia 2016 participant Mimi Kam Shiok Mei, 50 (left) after she won a two-night stay at the Majestic Hotel Kuala Lumpur. Presenting the prize was The Star editor-in-chief Datuk Leanne Goh (right) and YTL Communications Sdn Bhd executive director Datuk Yeoh Soo Keng.