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MEDIA ADVISORY

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MENDAKI LAUNCHES INAUGURAL RAMADAN CAMPAIGN 2016

Ramadan 2016 marks a milestone in MENDAKI's public education efforts. For the first time, MENDAKI is launching a campaign as part of its efforts to synergise and coordinate its initiatives and activities carried out in Ramadan. Unlike in previous years, initiatives are rolled out as individual activities.

Built around the theme *Raikan Ilmu* (Celebrate Knowledge) the month long campaign hopes to see greater participation among the Malay/Muslim families in education-related activities and programmes offered by both MENDAKI and MENDAKI SENSE as well as other national agencies. A slew of initiatives and collaterals have been produced as part of this campaign.

Minister for Communication and Information, Minister-in-charge of Cyber Security, Minister-in-charge of Muslim Affairs and Chairman of Yayasan MENDAKI Board of Directors, Dr Yaacob Ibrahim, will launch the campaign with a visit to three families with school-going children to disseminate the importance of seeking knowledge. Dr Yaacob will also be presenting each family with a Reading Gift Box and a set of bookshelves to help them set up simple but effective learning and reading spaces within the homes.

We cordially invite you to cover the launch of *Raikan Ilmu* Ramadan Campaign at Wisma MENDAKI.

Details of the event are as follows:

Event:	Launch of Ramadan Campaign 2016
Day/ Date:	Saturday/ 4 th June 2016
Time:	10.30am to 12.30pm
Venue:	MENDAKI Hall 51 Kee Sun Avenue S(457056)

We appreciate if you could confirm the attendance of your reporters, cameraman or photographers by **5.00 pm on Friday, 3 June 2016**. Please do not hesitate to call the officer mentioned below, should you require further assistance on the matter.

Thanking you in advance for your continuous support to our organisation.

Programme of the Day

- 10.00am Arrival of volunteers and Families**
- 10.15am Commencement of Activities**
- Packing of Books for Reading Gift Box
- Reading/ Literacy Corner
- Numeracy Games Corner
- 10.30am Arrival of Dr Yaacob Ibrahim**
- Minister interacts with volunteers and families
- 11.15am Home Visits**
- Minister leads MENDAKI delegation (staff and volunteers)
- Minister help set up library, present Reading Gift Box and interact with families
- 12.15pm Door Stop Interview**
- 12.30pm Ends**