



HIGHER Education Minister Datuk Seri Idris Jusoh (4th left) at the campaign launch in UCSI University, yesterday.
PHOTO: BERNAMA

#SaySomethingNice campaign aims to create million moments of unity

KUALA LUMPUR: The seventh #SaySomethingNice (#SSNC) 2017 campaign was launched yesterday with the goal of building a positive nation by creating million moments of unity.

The annual campaign organised by Zubedy (M) Sdn Bhd will be held for 17 days from August 31 with this year's slogan as "Through the eyes of a Malaysian."

Higher Education Minister Datuk Seri Idris Jusoh, who launched the campaign, said the people of the nation should work together to become agents of

unity by focusing on its strength in diversity to make Malaysia a united and developed nation, which is respected internationally.

"By promoting noble values, it is hoped Malaysians will become more open and united," he told reporters after the campaign launch in UCSI University, yesterday.

Meanwhile Zubedy (M) Sdn Bhd managing director Anas Zubedy said #SSNC is a medium for Malaysians to write, doodle and say something nice about Malaysia and each other, by focus-

ing on positive things.

"We want Malaysians to choose how we see Malaysia, that is seeing the country as Malaysians. This is very important because at the end of the day, we are what we choose to pay attention to," he said. - Bernama