

Reports by ASHLEY TANG and TARRENCE TAN

A night to remember for SMG

50th anniversary celebrations capped by revelry and good wishes from biz partners



KUALA LUMPUR: The year-long 50th anniversary celebrations of Star Media Group (SMG) capped off on a grand note with music, cheers and good wishes from VIP guests at a gala dinner.

Transport Minister Datuk Seri Dr Wee Ka Siong, Communications and Multimedia Minister Tan Sri Annuar Musa, corporate leaders, celebrities and media personalities were among the guests who attended the gala night.

The black-tie event was held in appreciation for SMG's long-standing business partners and stakeholders.

They were greeted by SMG chairman Tan Sri Chor Chee Heung, chief executive officer (CEO) Alex Yeow, chief content officer Esther Ng and others.

Several VIPs were also in attendance including Sunway Group founder and chairman Tan Sri Jeffrey Cheah, EcoWorld deputy president and deputy CEO Datuk Seri Sundarajoo Somu, UCSI group founder and chairman Datuk Peter Ng and Maybank group president and CEO Datuk Abdul Farid Alias.

A cocktail reception was held for the attendees, who could also commemorate the night by having their photographs taken at a specially designed photo wall.

The gala dinner at Shangri-La Kuala Lumpur started with a holographic dance performance that was specially choreographed to tell the story of SMG being the voice for the people.

A video presentation of *The Star's* progress throughout the years was also screened to guests.

There was much revelry at the event, hosted by Terrence Dass and Julie Woon, with performances by the Frankie Sixes Band, among others.



Strong turnout: A general view of the anniversary gala night held at Shangri-La Kuala Lumpur. — YAP CHEE HONG/The Star

They played jazz tunes of popular songs such as *The Way You Look Tonight*, *Jelangan Manja*, *Can't Buy Me Love*, *Moondance*, *Getaran Jiwa*, *All Of Me* and *Fly Me To The Moon*.

Guests were also entertained to performances by SMG's 988 and Suria FM radio presenters.

988 personalities Chan Fong, Chloe, Cynthia, Brandon, Joycelyn, Cassey and Chrystina serenaded the guests with a song titled *A Million Dreams* while Suria FM announcers Fizi, Ajak and Suraya, among others, gave the audience an enjoyable night by belting out songs such as Jon Bon Jovi's *It's My Life*.

Songstress Misha Omar mesmerised the guests with a medley of tunes – *Bunga-Bunga Cinta* and *Pulangan* and her rendition of Adele's *Someone Like You*.

The night also marked the launch of Star Foundation's Star Social Impact Grant that is aimed at partnering with social organisations to carry out impact-driven projects to better the lives of local communities and the environment.

Star Foundation presented grants amounting to RM200,000 to four partner non-governmental organisations in support of their social projects.

The night ended with a cake cutting ceremony.

Among the well-wishers was



Eye-catching: One of the opening performances of the night. — ART CHEN/The Star



In the spotlight: 988FM radio presenters on stage during an opening performance. — AZMAN GHANI/The Star

Secret Recipe Group business development director Patrick Sim who congratulated SMG for its golden jubilee milestone.

"This is a great achievement and I wish them another 50 years of great success."

"*The Star* is a paper I grew up reading and it brings back many

memories," he said.

Sogo Group Malaysia group executive Andrew Lim said they had been strong supporters of SMG since the very beginning.

"We started advertising with *The Star* 50 years ago and we will continue to support them in the years to come," he said.

Door gifts of a customised large canvas bag with a box of A3 sized "Star50, Then & Now" jigsaw puzzle was given to the attendees.

Watch the video
TheStarTV.com



'The Star's success is built upon firm ties with stakeholders'

KUALA LUMPUR: Star Media Group (SMG)'s achievements over the years are due to the people, the government and corporations, says its chairman Tan Sri Chor Chee Heung.

"*The Star's* current success is one that is built upon the firm foundation of our relationship with various stakeholders – the rakyat, the government and corporate Malaysia."

"Moving forward, these relationships between *The Star* and our partners will remain crucial towards our common goal of unlocking new opportunities in bringing the best to consumers."

He voiced his appreciation to SMG's partners, clients, and stakeholders.

"Thank you for the trust you have placed in us over the past 50 years, and thank you for continuing to support real and lasting change in Malaysian media."

"It is never about what we can achieve individually, but rather the

great strides we can make together," he said in his speech at SMG's 50th anniversary celebration last night.

Also present were Transport Minister Datuk Seri Dr Wee Ka Siong and Communications and Multimedia Minister Tan Sri Annuar Musa.

Chor said *The Star* had evolved from print to one of the top integrated media solutions providers in Malaysia.

"At the heart of this remains our core guiding principles – our commitment to providing accurate, compelling and comprehensive stories to our readers, and being steadfast in our mission to 'Inform, Inspire and Innovate'."

"We are here now because we have cultivated a community of readers, and we will continue to spearhead innovative solutions in our goal to bring added value to both our users and stakeholders," he said.

With the role as "The People's

Paper", Chor said SMG shared a common goal of striving to deliver the best for the nation.

"With our unique position as a leading voice in the media industry, SMG will continue to do its part to support Malaysia's socio-economic growth and nation building through our myriad of print, digital, radio and on-ground mediums."

"That being said, in my short time as the Group's chairman, I have had the privilege of working with an organisation filled with exceptional and passionate people, all of whom care deeply about our brand's vision in making a difference in our communities," he said.

He added that each and every one of SMG's brands had left an indelible mark on the people across Malaysia.

"I would also like to take the chance to address all our readers and consumers – the lifeblood of our organisation."

"You are the driving force behind our commitment to quality and

excellence, and everything we do is with you in mind. We hope that you too will embrace the new future with us."

"Over the past year of our anniversary, we have reminisced, we have celebrated, and we have resonated with past accomplishments. Now, we look forward to what's to come, and we set our sights on even greater goals," he said.

Annuar, in his speech, thanked SMG for carrying the national aspirations over the past five decades.

"*The Star* has also inculcated genuine patriotism in the country."

"May you continue to uphold the gold standard of journalism. We look forward to continue shaping the nation, together, as one Keluarga Malaysia," he said.

He spoke of reading the newspaper even during his childhood, adding that the media organisation had come a long way since its inception in 1971.

As a publication, he said *The Star* has played its part well to be

synonymous with "trusted and reliable news".

"I applaud the Star Media Group for bringing eye-opening stories on their front pages and then following up on it to ensure that action is taken by the authorities."

"Although, at times, some stories are not favourable for the government, *The Star* has proven that it indeed lives up to the tagline – The People's Paper."

Annuar paid tribute to SMG media personnel, saying:

"I would like to express my utmost appreciation and gratitude to all reporters, editors, photographers, videographers and all those involved in news-making whose contributions were even more evident and we could not do without during this time of Covid-19."

"You are our unsung frontliners; you have been on the ground, pushing yourselves to ensure accountability despite the risks – for verified information. Thank you for fighting the good fight."