



FOR IMMEDIATE RELEASE

**LAUNCH OF SOCIAL MEDIA CAMPAIGN
RESTORAN TANPA ASAP ROKOK TEMBAKAU - RESTART (#RestartNow)**

Kuala Lumpur, Malaysia – 4 January, 2019 - In line with the Government of Malaysia's nationwide smoking ban at all eateries and restaurants, The National Cancer Society of Malaysia (NCSM), in collaboration with partners; the Malaysian Council for Tobacco Control (MCTC), Public Health Malaysia (PHM), Medical Mythbusters Malaysia (M3), MedTweetMY, Malaysian Integrated Medical Professionals Association (MIMPA), Pertubuhan Ikram Malaysia (IKRAM), Malaysian Green Lung Association, and the Malaysian Medical Association Public Health Society (MMA PHS) jointly organised a social media campaign in support of the government's initiative by promoting smoke-free eating establishments in Malaysia on Thursday, 3 January 2019 at Putrajaya.

Named #RestartNow, the social media campaign will run for a year and consist of multiple rounds with specific themes. To participate in the campaign, members of the public will need to take photos or videos of restaurants that have displayed 'NO SMOKING' signs with no ashtrays, and patrons not smoking in the restaurants. These photos or videos are to be posted publicly on Facebook, Instagram or Twitter with a short caption and location of restaurant using the hashtag #RestartNow. Participants will also need to tag the #RestartNow campaign page and five of their friends. Winners will be continuously announced after the end of each round. Each winning entry will receive a RM100 cash prize with the photo or video published in social media channels of participating partners. The objective of this campaign is to positively reinforce the benefits of having smoke-free eating establishments and provide encouragement and affirmation for Malaysian eating establishment that have gone smoke-free.

The campaign was officiated by **YB Datuk Seri Dr Dzulkefly Ahmad**, Minister of Health, Malaysia and **YB Puan Hajah Zuraida Binti Kamaruddin**, Minister of Housing and Local Government, Malaysia from 1pm to 2pm at Putrajaya. Following the launch of the campaign at Restoran Al Nazmaju and Restoran Darussalam, the ministers distributed flyers on the no-smoking ban to the public and had a press conference with the media.



About National Cancer Society of Malaysia / Persatuan Kebangsaan Kanser Malaysia (NCSM)

The National Cancer Society Malaysia (NCSM) is the first not-for-profit cancer organisation in Malaysia that provides education, care and support services for people affected by cancer. Over the last 50 years, it provides holistic cancer support to patients and caregivers. NCSM supports patients in understanding and dealing with cancer in various phases through its five cancer centres – the Cancer and Health Screening Clinic, Nuclear Medicine Centre, Resource and Wellness Centre, Quit Smoking Clinic and the Children’s Home of Hope and has branches in six states, i.e. Johor, Negeri Sembilan, Melaka, Perak, Penang and Sarawak.

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