

<p align="justify">Wednesday April 22, 2009</p><p align="justify">By RACHEL LAU</p><p align="justify"><br />KUALA LUMPUR: Try keeping the television switched off for a week - that is the challenge from a consumer group to Malaysians in a bid to enhance family values and ties.</p><p align="justify">The Federation of Malaysian Consumer Associations (Fomca) has organised a one-week campaign themed ♦Turn Off the TV♦, encouraging parents to switch off their TV sets and spend time with their children by doing more beneficial activities. </p> The campaign, which began yesterday and will continue until next Monday, suggests that the public should instead take up more wholesome activities like reading, exercising, or visiting a museum or art gallery. <p align="justify">♦By turning off the TV, it gives us a chance to think, read, connect with our families, and engage our communities,♦ said Fomca consumer youth educator Liew Siew Hui at a press conference to launch the campaign. It is organised under Fomca♦s National Concumer Campaign.</p><p align="justify">According to Liew, an AC Nielsen survey showed that children and young people in many countries spend at least four to six hours a day in front of the TV,</p><p align="justify">♦This may lead to a sedentary and solitary lifestyle. TV time also cuts into family time, and is a leading cause of obesity for both adults and children,♦ she said.</p><p align="justify">♦Turn Off the TV♦ is an annual international campaign that has been running since 1995 to raise awareness that TV time should be limited.</p><p align="justify">This is the first time Malaysia is participating.</p><p align="justify">For more details or feedback on the campaign, visit NCC♦s website at <a href="http://www.kkk.org.my/">www.kkk.org.my</a>.</p><p align="justify">Source: <a href="http://thestar.com.my/news/story.asp?file=/2009/4/22/nation/3740766&sec=nation">http://thestar.com.my/news/story.asp?file=/2009/4/22/nation/3740766&sec=nation</a></p>