

MY HOME IN

6 SECONDS

MAN CHARGED WITH AMK MURDER

A MAN has been brought to court for the murder of 21-year-old Chong Kar Yin, a Malaysian woman who was found dead at the foot of Block 565, Ang Mo Kio Avenue 3. The woman died early last Saturday.

Police found her lying motionless at a construction site in front of the block. She was pronounced dead at the scene by paramedics.

The 20-year-old man, also a Malaysian, was lying injured nearby, and was taken to hospital on the same day.

He was charged with murder yesterday. If convicted, he would face the death penalty.

BIGGEST SUBURBAN MALL OPENS TODAY

JURONG Point Shopping Centre in Boon Lay will be opened officially today, after a facelift which saw the suburban mall expand by five times its size in 1995, when it first opened.

The mall – the largest suburban mall here – is now home to 450 retailers, including restaurants and boutiques. When it first opened its doors 14 years ago, there were only 95 retailers.

my paper 我报

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SINGAPORE PRESS HOLDINGS

SINGAPORE

S'pore firms get tweeting

Businesses use microblogging service Twitter to keep clients and partners up-to-date

CHEN JINGTING

COMPANIES in Singapore like concert promoter LAMC Productions, which is bringing in British act Kaiser Chiefs, are jumping on the microblogging bandwagon.

Besides the usual e-mail bulletins and updates, companies are using microblogging site Twitter to gather quick feedback and promote their latest products and services.

Twitter allows users to describe what they are doing in real-time in less than 140 characters through SMSes, the Web or instant messaging.

Concert promoter LAMC Pro-

ductions started using Twitter just over two weeks ago to promote its upcoming events.

It also has a Facebook group account with more than 2,000 members, mainly made up of those who went for previous acts the company had brought in.

Though it has only 57 Twitter followers so far, promotions manager Andre Alabons told *my paper* that he was confident the online community will jump on the Twitter bandwagon eventually.

"It has the potential to be the next big thing in Singapore," the 29-year-old said.

Marketing Magazine, which covers marketing and advertising news in Asia, has a Twitter following of more than 1,000,

despite opening the account only about a month ago.

Its Singapore editor, Mr John Davidson, told *my paper* that most of its Twitter followers are readers of the magazine, who are mainly marketing and advertising professionals from Singapore and Hong Kong.

"Twitter is a good tool of communication between us and our readers because they tweet regularly," said Mr Davidson, 27.

He uses Twitter to update readers to breaking news and share "short and snappy" news opinions and analysis.

Other businesses see Twitter as a way to keep their business partners in the loop about what they are doing.

Other businesses see Twitter as a way to keep their business partners in the loop about what they are doing. bloomerang, a company which specialises in producing environmentally-friendly hangers called bloomerHangs, said it has been using Twitter since the company started eight months

ago.

This is an example of what it tweets about: "Fruitful meeting with a big launderer. They will be distributing bloomerHang in the not-too-distant future!"

Company director Wong Joon Ian, 27, said: "Twitter is a convenient way to update our distributors and advertisers on what the company does on a daily basis. This promotes transparency."

Said Mr Davidson: "It's only a matter of time before Twitter takes off in Singapore."

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HELPDESK 我的字典

Promote: 促销 cù xiāo

Communication: 沟通 gōu tōng

Breaking news: 即时新闻 jí shí xīn wén



STARTING YOUNG: Children rushed to pick out healthy food items at Cold Storage. (PHOTO: ESG PTE LTD)

Kids race to eat right

NATIONAL football team striker Alexander Duric and team captain Indra Sahdan spent a Saturday afternoon at the supermarket.

But they were not shopping. Instead, they were helping teach children – including their own – about the importance of good nutrition at the Cold Storage Kids Hunt.

Held at the supermarket chain's Novena Square outlet, the hunt saw 20 children between the ages of two and 12 scram-

bling to pick out healthy food options within a stipulated time.

Duric, with daughter Isabella, six, and son Alessandro, four, won the celebrity leg of the hunt.

"This will teach the kids how to live a healthy lifestyle. It made them think about their fruit and veggies," he said.

Indra's daughter, Elysa, six, and son, Ilyas, four, emerged a close second.

The Kids Hunt was a launch to kick off the second Cold Sto-

rage Kids Run, which will take place in May.

Said Cold Storage chief executive Choo Peng Chee: "We believe in promoting the health and well-being of the nation and there's no better time to begin than from young." The Cold Storage Kids Run will be held at the Padang.

Registration fees are \$20 until March 27 and \$30 until it closes on April 26.

For more details or to sign up, visit www.kidsrun.com.sg



12-year-old boy missing since last Wednesday

A CHILD has gone missing for close to a week, prompting his family and police to appeal for any information on his whereabouts.

Hendi, 12 (above), went missing from his home in Block 2, Chai Chee Road, last Wednesday at about 7pm.

The boy, who is from Indonesia, is about 1.5m tall and is described as having a small build.

He has short black hair and was last seen wearing a white T-shirt, blue three-quarter pants and a pair of slippers.

The police are appealing for information.

Anyone who has seen the boy could contact the police hotline on 1800-255-0000.