

NEWS RELEASE

“Karachi, September 16, 2011: The Federal Minister for Information and Broadcasting, Dr. Firdous Ashiq Awan visited PBA and met Directors of PBA and urged upon the PBA members to come forward and help the people affected by floods in Sindh.

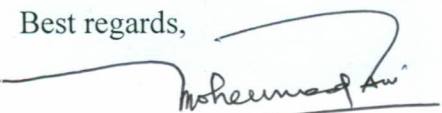
It is the worst flooding disaster in the history of the region; hundreds of people have lost their lives. The floods triggered by heavy rains have devastated Sindh and more than a million people have been affected and tens of thousands have lost their homes in this region which has still not recovered from last year's floods.

The Federal Minister further said that in this critical situation in Sindh, she had chosen to come here with the objective to request PBA to supplement the Government in flood relief activities because the situation has gone beyond the available resources in the country.

The Chairman PBA, Syed Sarfraz Hussain Shah assured the Federal Minister for PBA's assistance in this critical juncture. He said that PBA would extend maximum support to help the flood affectees. Chairman PBA further said that PBA will raise funds from its member broadcasters to supplement the relief activities.

It was also decided that the broadcasters will offer maximum assistance to the Ministry of Information & Broadcasting in any of their flood relief program.”

Best regards,



Muhammad Ali Butt
Executive Director