



03 JUL, 2024

## Kota Marudu gets a RM5 million cinema

Daily Express (KK), Malaysia

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**KOTA MARUDU:** The development of community cinemas will enable local filmmakers to showcase their talents in the creative and film industries, said Chief Minister Datuk Seri Hajiji Haji Noor.

He said the 10Star Cinemas in Kota Marudu, which is the sixth in Sabah, was constructed at a cost of RM5 million.

"The State Government welcomes efforts by the private sector to develop such facilities, as it is a good platform for Sabahans to showcase their talents and capabilities in the creative and film sectors.

"The creation of the community cinema will certainly provide opportunities for the local communities in Kota Marudu and nearby districts to experience watching movies with the latest technology.

"It also provides opportunities to local filmmakers to showcase their movies in Sabah."

Hajiji said this at the grand opening of the first cinema in Kota Marudu, 10Star Cinemas, at 1Avenue Commercial Centre (1ACC), here, last Saturday.

His speech was delivered by Assistant Finance Minister of Sabah, Datuk Julita Mojungki.

Hajiji said many films produced by Sabahans have entered the market over the past few years.

However, he said the challenge for filmmakers is the lack of facilities such as cinemas in the districts to air their films, which hindered the growth of the local film industry.

"Hence, the community cinemas in the potential districts will help and benefit local filmmakers and the local community," he said.

Hajiji said the cinema provides job opportunities and film trainings to young people in Sabah, especially in Kota Marudu, and hopes that more cinemas would be built in other districts.

WK Consortium Sdn Bhd and 10Star Cine-

mas Sdn Bhd have officially joined hands in the grand opening of the first cinema in the northern region of Sabah.

Located in 1Avenue Commercial Centre (1ACC) here, the cinema incorporates six screening halls, with a seating capacity of 420.

The two companies aim for 10Star Cinemas to act as a springboard of opportunities for the youth, offering employment opportunities and platform for artistic expression that were never previously available in the under-served district.

10Star Cinemas Sdn Bhd Chief Executive Officer, Onn Norshal Hamzah, said the 10Star Cinema is the first modern cinema in Kota Marudu and northern Sabah.

He said the cinema is expected to become a significant landmark in the development of the creative industry in the area.

Onn Norshal said the new cinema is equipped with the latest laser projector technology and advanced digital sound systems from India.

"With the opening of the cinema, the residents of Kota Marudu and its surrounding areas can now enjoy movies with an experience comparable to commercial cinemas in major cities.

"I have been in this industry for 25 years. I promise that the cinema at 1ACC is among the best in Sabah, including Malaysia," he said.

Meanwhile, MAA Group Berhad Executive Chairman, Tunku Dato' Yaacob Khyra, said the group's investment in the cinema sector is significant.

He said the group invests RM5 million in each 10Star Cinemas and equipped the cinemas with the best laser projectors and sound system.

"Moviegoers get the best screen, sound system and projector in 10Star Cinemas.

"Our purpose of creating 10Star Cinemas is for people to spend time with their loved ones

in a comfortable and safe environment," he said.

On the other hand, WK Consortium Sdn Bhd Corporate Affairs Manager, Chloe Yip Wei Yee, paid tribute to the vision of her mother, Aidah Wong Siew Yien, the Chief Executive Officer of the company, in starting a development project in Kota Marudu.

She recalled visiting Kota Marudu as a teenager about a decade ago when the company was just beginning to plan what was to become 1ACC.

"I remember how barren this place was. There was only one hotel in town. We had to shower with a bucket and pail, and the only place my sisters and I could hang out in was the local KFC."

Chloe confessed that she questioned the company's decision to start a project in the district back then, for she was not able to see the vision her mother had for Kota Marudu.

"Fast forward to 2016, when 1ACC was successfully completed, I remember my mother taking me here again. I was in disbelief when I saw what she had achieved."

Now, as an adult, Chloe said she was finally able to see Kota Marudu through her mother's eyes.

"When I look at what Kota Marudu has achieved today, I see great potential for growth, development and success."

She said the company will continue working for the future of the district until this potential becomes reality.

The ceremony also saw WK Consortium Sdn Bhd making donations to several local charitable organisations, including St Theresa Hostel, the Community Rehabilitation Centre of Kota Marudu and Kota Marudu Single Mothers Association, as part of their corporate responsibility.

Also present was WK Consortium Sdn Bhd Chief Financial Officer, Claire Yip.



**Julita giving the thumbs up together with Tunku Yaacob, Onn Norshal, Aidah and others in one of the movie halls.**



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### SUMMARIES

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