

# Yasmin Ahmad Was a Giant of Our Time



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President of the Association of Accredited Advertising Agents Malaysia (4As), Datuk Vincent Lee said that with the recent demise of Yasmin Ahmad, the country has lost possibly her true originator and most fervent advocate of 1Malaysia.

Recognized by advertising fraternity as a “game changer”, and inducted into the Advertising Hall of Fame at the 2008 Kancil Awards, Yasmin has showed us that brand builders can be educators, and that thinkers can be dreamers too, said Datuk Lee.

“Yasmin is extraordinary because she taught us to see beyond race and creed. Her unassailable insights into humanity and mastery of her craft makes her a force of nature. She showed us how to be romantic comedians, and how film directors can unite the nation as one, and how to be extraordinary whilst at the same time, raising the industry’s gold standards,” said Datuk Lee.

He concluded by saying that Yasmin leaves a void in the creative world, and it is the hope of the 4As that young talents will be inspired by her very spirit of inclusiveness in making us better people, and a justly engaged and educated nation.

## DATUK VINCENT LEE

President – 4A’s Malaysia

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