

UMS to promote reading at Mount Kinabalu

pass alistair - April 15, 2026

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KOTA KINABALU: The Library Department of Universiti Malaysia Sabah (UMS) has chosen the nation's highest peak as a platform to promote a culture of reading through the Jom Baca @ Gunung Kinabalu 2026 programme.

The initiative aims to reshape public perception by encouraging reading as a dynamic lifestyle not confined to indoor spaces.

UMS chief librarian Zawawi Tiyunin said the selection of Mount Kinabalu symbolizes the pinnacle of success, which requires effort, patience and perseverance. He said this during the presentation of jerseys to participants of the programme.

Zawawi said the jersey presentation was not merely symbolic, but reflected strong commitment and team spirit in carrying the mission of elevating knowledge to greater heights.

"This program reflects UMS's aspiration as 'The Brain of Borneo', committed to advancing a culture of knowledge across spaces and approaches.

"It is also in line with the national Jom Baca 10 Minit program held annually on April 23," he said.

He added that the climb should be seen as a journey of self-development, where every step taken is an effort and every page read is a source of strength.

"I would like to remind participants to keep moving forward, even slowly, and to keep reading, even a little, as both will bring us closer to the peak of success.

"Success does not belong to those who are the fastest, but to those who never stop," he said.

The program is expected to serve as a catalyst for broader efforts to cultivate a culture of knowledge among the public, proving that learning can be carried and enjoyed anywhere — even at the highest peak in Southeast Asia.



Zawawi (centre), at the jersey presentation ceremony.