

Additional Photos. Extra Descriptions. Increased Visibility. Only available @ ClassifiedsPlus

# Bloggers jam in pyjamas at first year party

By THO XIN YI

It was barely 6pm and the sun had yet to slip below the horizon, but about 300 people in the Borneo Baruk Club in Kuala Lumpur were already in their nightgowns and pyjamas.

However, they were nowhere close to hitting the sack. The ladies were all dolled up, most of them in their bedtime best and those from the opposite sex did not seem to mind clutching soft toys as they went about socialising.



Formal introduction: Sia introducing the Dream Girl finalists to the audience.

These young men and women were actually bloggers and they were gathered to celebrate the first anniversary of Nuffnang Sdn Bhd.

Nuffnang claims to be Asia's first and leading blog advertising community, which allows advertisers to serve graphic or video-based advertisements on local blogs in Nuffnang's blog network.

Supposedly the largest cross-border bloggers' gathering ever held in the region, the pajama party had bloggers from Malaysia and Singapore under one roof.

Among those present were Malaysian top blogger Kenny Sia and Singaporean top blogger Wendy Cheng, better known as XiaXue.

Sia lauded Nuffnang's efforts in bringing the bloggers together.



Playtime: Thumb-wrestling was a popular game amongst 'Nuffnangites'.

"Previously, there were no formal groups to organise community events for bloggers, and the last informal gathering held on a similar scale was back in 2005," said the 26-year-old, who has been with Nuffnang since its inception.

With pop songs blaring from the speakers, there was never a dull moment at the party hosted by local artiste Liang.

Singaporean blogger Shen Qiaoyun said, "I am here to share the joy of meeting fellow bloggers and I am very surprised and happy because there are so many games and activities, as well as prizes to be won."

The games played were designed to kill two birds with one stone – the bloggers interacted with each other by playing thumb-wrestling or rock-paper-scissors to win Nuffnang currencies, and the "richest" bloggers at the end of the event walked away with attractive prizes.



Blogger in jama: Nuffnang blogger liaison executive Robb Chew with a cuddly toy.

Making the night even more sizzling were the appearance of finalists from the Malaysian Dream Girl contest, the first online reality show in Malaysia.

Malaysian blogger Gan Ching Chui described the event as being well organised and fun.

"It's my first time to a blogger gathering and everyone seems to be approachable and easy-going," said the 22-year-old law student.

Ads by Google Top Malaysia Blogger Malaysian blogging expert reveal how to make money from blogs. internetmillionaires.com.my

### Most Viewed

- PM: Appointing anyone else is against Constitution
- Samy warns 'rebels' while 100 MIC members call for him to step down
- Smart Tunnel closed indefinitely
- DAP reps cannot apply for state land
- Selangor exco sworn in
- Ah Longs harass family
- Cracks widen in Negri MIC as leaders stay away
- Young working adults most prone to bribery
- Bar Council backs Salleh apology move
- Repair seafood centre quickly, say reps

### Sponsored Links

- Hardware Malaysia
- Star Malaysia
- Hotel Kuala Lumpur Malaysia
- I Star
- Thestar News
- Blog Traffic
- Wordpress Blogging
- Local Politics
- Singapore Info
- Blogger Templates

### Latest Jobs from StarJobs

- Conveyancing Executive
- Legal Assistant
- Web Developer
- Mechanic
- Site Supervisor
- Project Engineer
- Country Manager
- Design Engineer
- Export Marketing Sales Executive
- Campaign Manager

[More Jobs...](#)