



Bloggers turned sexy creatures at party

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nstonline TODAY

MB crisis drags on Abdullah says Idris should be menteri besar

PUTRAJAYA: Prime Minister Datuk Seri Abdullah Ahmad Badawi yesterday stood by the choice of Datuk Seri Idris Jusoh as Terengganu menteri besar.

A-G to seek audience with king

KUALA LUMPUR: Under the Terengganu constitution, the Regent and Regency Advisory Council must appoint a menteri besar who has the support of a majority in the state assembly, the attorney-general ...

Shahrir: It's a quality-of-life issue

Datuk Shahrir Abdul Samad has taken over what is arguably one of the toughest and most criticised ministries, Domestic Trade and Consumer Affairs, because every decision affects every Malaysian. ...

Koh: Arrogance of power led to crushing loss

KUALA LUMPUR: Gerakan has blamed its own arrogance for its crushing defeat in the 12th general election.

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Singapore's favourite bloggers Wendy Cheng, better known as Xiaxue (left) and Dawn Yang.

BLOGGERS, to me, have always come across as recluses who only express themselves within the confines of the cyberworld.

How wrong was I! All misconceptions and perceived notions flew out of the window the moment I entered the Borneo Baruk Club last Saturday.

Welcome to the real world where bloggers are loud, boisterous and sexy creatures!

Dubbed "The Nothing Else Matters: Pajama Party", 330 bloggers turned up in their best nightwear to celebrate blog advertising company Nuffnang Sdn Bhd's first anniversary.

Dressed in a delicious variety of skimpy negligees to tight-fitting boxer shorts to plain old pajamas, bloggers from Malaysia and Singapore came together for one wild night of partying and socialising.



The "Nuffies".

Co-founders Timothy Tiah Ewe Tiam, 24, and Cheo Ming Shen, 26, felt it was only right that they commemorate the company with an event that would be talked and blogged about for ages.

"Bloggers are creative and fun-loving people. As you can see, we're far from being geeky!" Tiah said cheekily.

Who could refute him when party helpers called "Nuffies" were dressed eye-catchingly as police officers, nurses and French maids?

"To make it different, bloggers had to go through the Chipster challenge before they were sent an invite," Tiah said.

Each blogger was required to publish a post with the zaniest photograph under the tagline "I sleep better with Chipster".

"You should have seen some of the posts! It was crazy!" Tiah said.

It certainly was. Take for example 27-year-old Johnathan Tan who spent RM800 on 403 packets of Chipster. Or David Lian, 25, who sewed himself pajamas made entirely of Chipster packets.

There was also 23-year-old Valerie Lim whose mother cleverly put together a Chipster girl outfit complete with matching Chipster pillowcases.

All three were the big winners of the night as their efforts were handsomely rewarded with an Apple Macbook, Nintendo Wii and Ipod Touch.

Well-known bloggers such as Malaysia's Kenny Sia and Singapore's Dawn Yang and Wendy Cheng were some of the familiar faces in the sea of blog enthusiasts.

"It's great to be here. Blogging is empowering. I mean come on, you have your very own media," 23-year-old full-time blogger Cheng said.

Cheng, who is better known as "Xiaxue" in cyberspace, gets about 15,000 to 17,000 hits a day.

Yang, 23, said the attention can be overwhelming at times but "you just deal with it".

Blogging, it seems, has not reached its peak.

"Blogging is very much alive. Nuffnang started out a year ago with only 300 bloggers. Now, we have about 13,000 Malaysian and 9,000 Singaporean bloggers.

"And the best part is the numbers increase by the day," Tiah said.