



MEDIA RELEASE

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**LAUNCH OF CUTI-CUTI MALAYSIA TV PROMO CAMPAIGN
AND ANNOUNCEMENT OF THE WINNERS FOR
CUTI-CUTI AT HOME MUSIC VIDEO COMPETITION**

KUALA LUMPUR, 26 AUGUST 2020 – Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture has launched the Cuti-Cuti Malaysia TV Promo Campaign at Dewan Tun Dr. Ismail, World Trade Center (WTC) Kuala Lumpur today.

The Cuti-Cuti Malaysia TV Promo Campaign is one of Tourism Malaysia's initiatives in line with Yang Berhormat Dato' Sri Nancy's call in boosting domestic tourism. The 5 promotional videos that have been produced highlight several tourism themes and products, including Islands and Beaches, Diving and Underwater Activities, Nature and Adventure, and Food. All of them will be broadcast on RTM through TV1, TV2 and TV OKEY.

"Through this approach, the Cuti-Cuti Malaysia TV Promo Campaign at RTM will be able to help provide greater exposure to various local products in order to revitalize the country's tourism industry, thus placing Malaysia as a safe tourist destination to visit," said Yang Berhormat Dato' Sri Nancy during the launch.

In line with the launch of the Cuti-Cuti Malaysia TV Promo Campaign, the winners of the *Cuti-Cuti at Home* Music Video Competition organised by Tourism Malaysia during the Movement Control Order period were also announced. The competition was open to the public through digital platforms from 18 April 2020 to 9 June 2020, and participants were given three category choices in producing short video clips, namely playing musical instruments, singing, or performing sketches.

Apart from being a platform for participants to highlight their talents in various fields, the competition also aimed to spark and boost domestic tourism by opening holiday opportunities to the public through the prizes offered.

The main winners announced for each category are as follows:

1.	Musical Instruments Category	Mr. Ko Chuan Li
2.	Singing Category	Mr. Mohd Yatim Bin Naming
3.	Performing Sketches Category	Ms. Clarissa Premini A/P Robert Jeyakumar



The main prizes for the winners are a 3-day 2-night holiday package in Malaysia for 5 people, including flight tickets, accommodation, food and beverage, transfers and entrance fees to tourist attractions.

"It is the duty of all of us to ensure that Malaysia recovers from this pandemic, with our discipline in adhering to the standard operating procedures (SOPs), wearing face masks, and maintaining social distancing. Let us not take this matter lightly because prevention is indeed better than cure," advised Yang Berhormat Dato' Sri Nancy.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2019, Malaysia registered 26.1 million tourist arrivals and RM86.14 billion tourist receipts, placing it among the major tourism destinations of the world.

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