



PRESS RELEASE

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DISCOVERY CHANNEL GIVES A UNIQUE INSIGHT INTO SULTAN OF PERAK'S ENTHRONEMENT

PUTRAJAYA, 24 November 2015 – Tourism Malaysia is collaborating with Discovery Networks once again to present the traditions and customs of the Royal family as a tourist attraction to the world. Viewers can tune in to Discovery Channel (South East Asia & Malaysia) on 27 November to gain a special insight into one of Malaysia's oldest and most prestigious events - the Sultan of Perak's enthronement.

The documentary, titled "Revealed: The Throne of Perak, Malaysia", follows His Royal Highness Sultan Nazrin Muizzuddin Shah's journey as he carries out a series of royal ceremonies as a necessary rite of passage to be enthroned as the 35th ruler of Perak Darul Ridzuan, the Abode of Grace.

Performed generation after generation over hundreds of years, the enthronement symbolises both new beginnings and the continuity of time-honoured traditions. In the wake of the legendary Malacca Sultanate, its descendents established a new royal identity in Perak that has continued an unbroken journey for nearly five centuries. What makes the enthronement tradition of this Malaysian state standout is its profound symbolism of the Perak River. Beginning in the royal town of Kuala Kangsar, this is a journey rich with elaborate rites and regalia, including visits to ancestral tombs that open fascinating chapters into the unique history of Perak. A story that reveals just how intrinsic and innate the royal identity is to the Abode of Grace.

Both Tourism Malaysia and Discovery Networks have collaborated previously to produce similar documentaries, namely 'Revealed: Malaysia's Royal Rites (2010)' and 'Revealed: Malaysia's Majesty, Twice A King (2013)'.

Do not miss this interesting documentary on Discovery Channel (South East Asia & Malaysia) this Friday, 27 November, from 10pm to 11pm.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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