



PRESS RELEASE

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CITRAWARNA@KUALA LUMPUR 2016 UNLEASH THE MOMENT, UNFOLD THE STORIES

KUALA LUMPUR, 25 SEPTEMBER 2016 – “Fun,” “magnificent” and “enthraling” were just some of the words used to describe Citrawarna@Kuala Lumpur 2016 which was held beautifully tonight along Jalan Raja at Dataran Merdeka, Kuala Lumpur.

The event was officiated by the Minister of Tourism and Culture Malaysia, YB Dato’ Seri Mohamed Nazri Abdul Aziz. Also present were the Deputy Tourism and Culture Minister, YB Datuk Mas Ermieyati Samsudin, Secretary-General of Ministry of Tourism and Culture Malaysia (MOTAC), YBhg. Tan Sri Dr. Ong Hong Peng and Deputy Secretary-General MOTAC, YBhg. Datuk Rashidi Hasbullah.

Some 63 Mega Fam representatives from 11 countries also joined in the celebration. They represented international media and tour operators invited by Tourism Malaysia under the Mega Fam programme, an initiative to give international media and travel agents a first-hand exposure of Malaysia so that more publicity could be generated overseas for Malaysia as a top choice tourist destination.

This year’s Citrawarna@Kuala Lumpur, with the concept of “Myth and Folklore” and themed “Unleash the Moment, Unfold the Stories,” was participated by almost 1,000 performers and featured a unique street performance based on the mythical and legendary folk stories from each state in Malaysia. Among the artistes involved in the Citrawarna@Kuala Lumpur 2016 performances were Ruminah Sidek, Arja Lee, Reen Rahim, Ben Barhasa, Afifah Nasir, Mathin, Nornadira Johari, Vanidah Imran and Terrence Dass.

Myths and folklores that represented each state were:

STATE	FOLKLORE	ELEMENT
Perlis	Jentayu	<ul style="list-style-type: none">• Canggung• Terinai• Mak Inang
Kedah	Merong Maha Wangsa	Royal parade
Perak	Limau Purut Princess	<ul style="list-style-type: none">• Bubu• Lenggok• Dabus
Kelantan	Cik Siti Wan Kembang	<ul style="list-style-type: none">• Asyik• Wau Bulan

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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		<ul style="list-style-type: none"> • Tarian Inai
Terengganu	Bukit Puteri	<ul style="list-style-type: none"> • Ulik Mayang • Puteri 7 Laut
Pahang	The Dragon of Lake Chini	Nature
Negeri Sembilan	Lata Kijang	<ul style="list-style-type: none"> • Tarian Piring • Randai
Melaka	The 5 Brothers of Hang Tuah	<ul style="list-style-type: none"> • Dondang Sayang • Istana Melaka • Silat
Selangor	Upu Chendera	Bugis
Johor	Gunung Ledang Princess	<ul style="list-style-type: none"> • Nenek Kebayan • Zapin • Teracak Inai
Sabah	Huminodun	Keamatan Rituals
Sarawak	Tugau	<ul style="list-style-type: none"> • Balau • Mengarang Menyak

Besides the mythical showcase, there were also cultural performances by the multiracial community of Malaysia, namely Chinese, Indian, Siamese and the Orang Asli.

Citrawarna@Kuala Lumpur 2016 delivered two entertainment and leisure experiences to visitors over the weekend. First, the Chillax Zone, which happened from 24 September till 25 September 2016 from 4.30 pm to 11.00 pm. Visitors to the Chillax Zone were entertained by buskers performances by The Wknd Session and the DJ Corner by MaTiCfm. Food trucks and drinks vendors were also available. Activities here included traditional games, lucky draws as well as exhibition and sales by Citrawarna's strategic partners.

Second, the myth and folklore showcase which started at 8.00 pm on 25 September 2016, followed by a post-concert by local artistes, including Ayda Jebat, Datin Alyah, Bunkface, Drama Band, Aweera, Sissy Iman dan Payslip, at 11.00pm.

To accommodate the surge of visitors into Kuala Lumpur, Prasarana Berhad and KTMB extended their LRT and KTM services until 1.00 am on 25 September 2016.

Through the National Blue Ocean Strategy (NBOS), MOTAC has been working with several strategic partners to encourage participation from the private sector and the public in events organized by MOTAC. For Citrawarna@Kuala Lumpur 2016, MOTAC's strategic partners were:

- Beverage company - Starbucks Malaysia
- Local shoe designer - LanBaharin Kuala Lumpur
- Local perfume maker - Josh Lee Fragrances

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Local spa therapy company - Teratak Spa
Local food producer - Che Din Food
Radio station - MaTiCfm
Local landscape company - Green Life Landscape

In conjunction with the Citrawarna@Kuala Lumpur 2016, Starbucks Malaysia introduced the Starbucks Malaysia City Relief Mugs as the official souvenir of Citrawarna@Kuala Lumpur 2016. Each design of the mug is inspired by landmarks of each state in Malaysia which include monuments, floras, faunas as well as the cultural values. The mugs are available at all 221 Starbucks cafes around Malaysia, and Starbucks Malaysia's booth at Dataran Merdeka from 24 September to 25 September 2016.

Citrawarna, also known as Colours of Malaysia, was first introduced in 1999 to promote and celebrate Malaysia's arts, heritage, nature and culture as well as all the best that Malaysia could offer through a spectacular night of lights and sound, dance and fireworks. This year, the event entered its 17th year.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

Through the Tourism NKEA (National Key Economic Area), 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 and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

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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