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## **MAGICIAN KABIR KHAN MAKES MALAYSIAN FLAG “APPEAR” IN HOLLYWOOD**

**Hollywood, California (December 12, 2019):** It is a historic moment: renowned Malaysian magician Kabir Khan Bin Mohamad Reaz today proudly raised the *Jalur Gemilang* in the heart of Hollywood as “*Visit Malaysia Year 2020*” is just weeks away. This follows an agreement between one of Hollywood’s legendary hotels, The Highland Gardens, and Kabir Khan, who is the Malaysian Tourism Ambassador to the United States. As a symbol of friendship between the United States and Malaysia, and in support of the “*Visit Malaysia Year 2020*” campaign, the hotel’s management agreed to hoist the Malaysian flag at the front of their lobby. The Malaysian flag will be flying in Hollywood for the entire duration of the campaign.

The iconic Highland Gardens is located in the heart of Hollywood, just steps away from the legendary Hollywood Walk of Fame, the TCL Chinese Theater where most blockbuster movies are premiered, Jimmy Kimmel Live studio and Madame Tussaud’s wax museum. It has housed many famous actors, actresses, and rock & roll stars, including Brad Pitt, Marilyn Monroe, Jim Morrison, The Rat Pack, and others who have stayed here. Recently, popular American comedian and actress Ellen DeGeneres and Ozzy Osbourne, lead vocalist for the 70s rock legend *Black Sabbath* and acknowledged as the “Godfather of Heavy Metal”, filmed several scenes of their video productions at the hotel.

Mr. Khan commented, “To have our beloved *Jalur Gemilang* hoisted in one of the world’s most powerful cities is a momentous achievement for Malaysia.” He added, “Hollywood has approximately 3.59 million visitors annually from all over the globe. The Malaysian flag’s strategic location in an iconic hotel in the world’s most glamorous city will add a big boost to Malaysia’s visibility and awareness of the ‘*Visit Malaysia Year 2020*’ campaign.”

At a private ceremony at the Highland Gardens Hotel, as the Malaysian flag was hoisted, Khan, 34, observed: “There is a tremendous amount of synergy between Los Angeles and Kuala Lumpur, Malaysia’s capital city. Both Los Angeles and Kuala Lumpur are vibrant cities with remarkable history and scenery, and with a potpourri of cultures living in harmony. If you like Los Angeles you will love Kuala Lumpur.”

Present at the flag-raising ceremony was Ms. Ednie Rahman, Director of Malaysia Tourism Promotion Board of Los Angeles and Mr. Jim Baklayan, the General Manager of the Highland Gardens Hotel.

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Khan was recently appointed as Tourism Ambassador to the United States, the United Kingdom and Europe by the Hon. Minister of Tourism, Arts and Culture Malaysia, YB Datuk Mohammad bin Ketapi. Khan, who met the Hon. Minister in Kuala Lumpur, was prompted by the Minister to promote the campaign abroad with a view to attaining the target tourists from North America for 2020.

Khan received worldwide attention when Jack Canfield, who co-authored the all-time classic, *Chicken Soup for the Soul*, featured him in his New York Times bestseller, *The Success Principles 10<sup>th</sup> Anniversary Edition*, showcasing his story to international stardom. Khan is currently in the United States promoting the *Visit Malaysia Year 2020* campaign. In addition, he will be scheduling a series of performances in Tokyo, Geneva, London, Dubai and Los Angeles to promote *Visit Malaysia Year 2020*.

Malaysia was ranked 21<sup>st</sup> among countries with the highest tourism revenue, bringing in RM84.1 billion in tourism revenue in 2018, according to the United Nations World Tourism Organization's Barometer Report. The government has set a target of 30 million tourist arrivals during *Visit Malaysia Year 2020* and RM100bil in tourist receipts. The campaign will focus on ecotourism, arts and culture. The raising of the Malaysian flag in Hollywood symbolizes one of the campaign's success stories in Los Angeles and in the United States.

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