



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **TOURISM MALAYSIA MEDIA CHALLENGE: A DAY AT THE MUSEUMS**

**KUALA LUMPUR, 18 May 2017** – A total of 25 Malaysian media, from traditional publications as well as online media, are in for a fun time exploring museums today as they take part in the “Tourism Malaysia Media Challenge: KL Museum Tour, Revisited.”

The programme, organised by Tourism Malaysia for the first time, is a treasure-hunt type activity that aims to forge closer relations between the tourism promotion board and the media in an exciting way.

For this inaugural edition, Tourism Malaysia has partnered with the Department of Museums Malaysia to commemorate International Museum Day which is celebrated worldwide today. It is also a platform to revive interest in museums, especially among Malaysians.

The activity will bring the group of media to explore four significant museums in the city, namely the Royal Museum, the National Museum, the Malay World Ethnology Museum and the Orang Asli Crafts Museum.

One of the interesting events currently being held at the Royal Museum is the recently-launched “Raja Kita” exhibition which showcases the current King’s personal memorabilia. It’s a rare opportunity for the participants to visit the former national palace and examine close-up the rich traditions of Malaysia’s royal family.

The media will have the opportunity to visit many of the galleries within the four museums and be shown to some of the more unique and valuable exhibits and artefacts contained within. Their explorations of the four museums will be guided by riddles and clues prepared by the curators of the Department of Museums Malaysia.

Tourism Malaysia hopes that the media will share stories of their museum explorations with their readers and audience in their respective publications or social media platforms and in turn create the interest for them to visit Malaysia’s numerous museums.

With the success of the first edition of the “Tourism Malaysia Media Challenge,” Tourism Malaysia looks forward to organizing subsequent editions for the media in partnership with other government or private sector partners.

**ENDS**

### **MALAYSIA TOURISM PROMOTION BOARD**

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & 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 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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