



**PRESS RELEASE**

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## **CITRAWARNA@KUALA LUMPUR 2015**

**KUALA LUMPUR, 17<sup>th</sup> October 2015** – Malaysia’s unique culture and tourism attractions will be showcased at Citrawarna@Kuala Lumpur 2015, held at Dataran Merdeka tonight.

The event is expected to brand and promote Malaysia as an exciting tourist destination with various attractions, culture and heritage.

Different from previous editions, the 16<sup>th</sup> Citrawarna@Kuala Lumpur 2015 will be concert- and theatre-based, involving 600 dancers, musicians and key people from art and culture backgrounds nationwide. Themed “Culture, Nature, Future,” Citrawarna@Kuala Lumpur is given the magic touch of well-known doyen of creative arts, Puan Sri Tiara Jacquelina.

About 50,000 visitors are expected to attend the event including 125 members of international media and tourism trade from 18 countries who are here under the Tourism Malaysia Mega Familiarisation Programme. The participants are from Singapore, Brunei, Indonesia, Cambodia, Thailand, Philippines, Myanmar, Laos, Vietnam, China, Hong Kong, Japan, Korea, India, Nepal, Mauritius, Germany and also Kazakhstan.

The show begins at 6:30 with the staging of theatre/musical ‘MUD: Our Story of Kuala Lumpur’ that narrates the story of our capital’s humble beginnings. The nation’s best singers such as Awie, Jaclyn Victor, Amelina and One Nation Emcees will also perform a special “Tribute to Wings.”

Special appearances will be made by Malaysian TV host Aznil Hj. Nawawi and Altimet, while the latest fashion collections by Malaysia’s well-loved designers Melinda Ooi, Zang Toi, Rizman Ruzaini, Zery Zamry and Rubaq Batik, will be featured.

Visitors can take part in many fun activities at the Myfest Chillax Zone including graffiti art, chalk art, skateboard demo, and Cosplay competition. Buskers will also perform while food trucks will line up to offer the best of street food and more.

Inspired by Malaysia’s rich cultural legacy, one of the highlights of Citrawarna@Kuala Lumpur is the spectacular replica of the Balai Rong Seri and Singgahsana. The majestic Sultan Abdul Samad Building will be the backdrop for the night’s show, against which Citrawarna@Kuala Lumpur 2015 will come alive in spectacular colour, sound and art.

### **MALAYSIA TOURISM PROMOTION BOARD**

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**ENDS**

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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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