



MEDIA RELEASE

MEGA FAM PARTICIPANTS ATTEND F1 PETRONAS MALAYSIA GRAND PRIX 2012

Kuala Lumpur, March 22, 2012 - Tourism Malaysia has invited a total of 146 participants from 22 countries, under its Mega Familiarisation Programme to the F1 Petronas Malaysia Grand Prix from 21-25 March 2012. The participants, comprising mostly of international TV crews, journalists, as well as tour operators, will report on the race in their respective countries, showcasing Malaysia as a destination for and host of prestigious world-class events.

The participants come from Australia, Belgium, Brunei, China, Cambodia, France, Hong Kong, India, Indonesia, Japan, Laos, New Zealand, Russia, South Africa, South Korea, Sweden, Thailand, the Philippines, Turkey, United Kingdom, Canada, and Vietnam.

At a business briefing session at The Saujana Hotel Kuala Lumpur on 22 March, participants will be briefed on Malaysia's attractions as a diving, golfing and biking destination by Tuan Syed Abdul Rahman, Vice President of Malaysia Scuba Diving Association; Mr. Paul Gibbons, Chairman of Malaysia Golf Tourism Association; and Ms. Ina Adham, Editor-in-Chief of World Tour Rider magazine.

Minister of Tourism Malaysia, YB Dato' Sri Dr. Ng Yen Yen, will host a welcome dinner for participants at the same venue where they will be treated to a cultural performance and presented with a certificate of participation.

On Friday, March 23, they will witness the launch of *the 5-Mountain Motorcycle Tour* package by the Prime Minister of Malaysia, YAB Dato' Sri Najib Tun Abdul Razak, at Putra World Trade Centre. The motorcycle tour package is a collaboration by World Tour Rider and several agencies specialising in biking tours to promote Malaysia as a biking destination.

Mega Fam participants will have a chance to attend all three days of the F1 Petronas Malaysia Grand Prix which includes the practice session, the qualifying round and the actual race from 23 to 25 March.

At the end of the race weekend, participants have a choice of post-event tours to either Melaka, Penang or Langkawi.

BACKGROUND INFORMATION ON MEGA FAM PROGRAMME:

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Established in the year 2000, it is part of Tourism Malaysia's promotional strategy to create greater awareness of Malaysia as a tourist destination. Its main objective is to offer participants a personal experience of the myriad attractions, tourist destinations, and products and services in Malaysia in order to help develop tour packages and generate publicity on the country as a preferred destination for leisure and business.

For more information on Mega Fam programmes, please contact:

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