

## **MEDIA RELEASE**

# **TOURISM MINISTER HOLDS MEDIA CONFERENCE ON THE FOOD AND FRUIT FIESTA MONTH 2005**



The Hon. Datuk Dr. Leo (left) sampling a *durian*, while YB Teng, (Penang Tourism Exco) looks on.

**The Honourable Datuk Leo Michael Toyad, Minister of Tourism, Malaysia** today held a **Media Conference** on the annual **Food and Fruit Fiesta Month 2005** . According to the Minister, this year's event is themed ***Jom Makan-Makan (Let's Eat)***.

The event which will be held for a month from **22 July to 21 August 2005** is organised by the **Ministry of Tourism** is to promote Malaysia as a holiday destination with a unique culture, delicious cuisines and a wide selection of exotic fruits.



The national level celebration of the **Food and Fruit Fiesta Month 2005** comprises three main events in different locations in the country.

- **This year, the official launching ceremony of the Food and Fruit Fiesta Month will take place at Tapak Pesta Sg. Nibong, Penang on 24 July 2005 at 8pm. The event will be officiated by the Hon. Datuk Dr. Leo Michael Toyad, the Minister of Tourism and the Rt. Hon. Tan Sri Dr. Koh Tsu Koon, the Chief Minister of Penang.**
- **Citrarasa Malaysia 2005 will be officiated on 30 July at 8pm at the Malaysia Tourism Centre (MTC), Jalan Ampang, Kuala Lumpur by the Hon. Tan Sri Dato' Hj. Muhyiddin bin Hj. Mohd. Yassin, Minister of Agriculture and Agro-Based Industry with the Hon. Datuk Ahmad Zahid Hamidi, the Deputy Minister of Tourism.**
- **The official closing ceremony of the Food and Fruit Fiesta Month will be held at the Malacca Tropical Fruit Farm at 8pm on 21 August 2005. The event will be graced by the Hon. Datuk Dr. Leo Michael Toyad, Minister of Tourism and the Rt. Hon. Datuk Seri Hj. Mohd. Ali bin Mohd. Rustam, the Chief Minister of Malacca.**

Participating stalls will operate for three days starting from 8am daily during the three aforementioned events. More than 100 stalls from states, hotels, restaurants and the Federal Agricultural Marketing Authority (FAMA) will offer various local food and fruit for sale. The stalls are eligible to enter a competition for the cleanest, most beautiful and friendliest stall.

Various other exciting activities have also been lined-up at the launching ceremony in Penang such as fruit carving competition, drawing competition and cooking demonstration. Other attractions include performances by local artistes namely Jamal Abdillah, Dayang Nurfaizah, Ezlynn, Aris Ariwatan, Syura, Achik Spin and others.

In Kuala Lumpur, the fastest maggi mee eating competition, durian eating competition and dragon fruit eating competition will be organised. Visitors to Citrarasa will get to witness noodle and ice carving demonstrations by the Malaysian Chefs Association. *Roti jala* will be cooked non-stop for 52 hours and served with potato curry and durian gravy to all visitors at MTC. The effort will be listed in the Malaysia Book of Record. Local artiste, Zainal Abidin, will entertain the crowd.

Apart from the three national level celebrations, the Food and Fruit Fiesta 2005 will be observed at state level. With all the promotions and discounts, this is the best time for foreign tourists and all Malaysians to savour the delicious cuisines and exotic fruits in Malaysia.

Malaysian cuisine helps to foster and strengthen unity and harmony among its multi-racial society. In addition, the Food and Fruit Fiesta Month helps to attract more foreign tourists to Malaysia and show that the country is a haven for delicious cuisines and exotic fruits.

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