



## MEDIA RELEASE

### HOLIDAY ANYTIME, ANYWHERE

*"Breakaway is just a moment away"* reminds you to take a holiday from time to time throughout the year.

This tagline of the new TV campaign by Tourism Malaysia to promote local destinations in the country airs over national and cable TV stations namely TV1, TV2, TV3, NTV7, 8TV and ASTRO from 27 April 2006.

At the same time, it prepares Malaysians for the coming Visit Malaysia Year (VMY) 2007 which coincides with the 50<sup>th</sup> anniversary of nationhood.

YB Datuk Seri Tengku Adnan Tengku Mansor, Minister of Tourism, believes the launch is timely. According to him, "Travel as a lifestyle is a worldwide phenomenon. The hectic pace of the workplace creates stress and we need to find time to unwind. What better place than in your own country where you have almost everything for a truly relaxing time."

The 90-second commercial will be shortened to a 40-second version following the launch and more than 400 slots will be aired through December 2006.

The TV commercial shot on location in both Peninsular and East Malaysia features different scenarios depicting different target groups to grab the attention of viewers.

The commercial ends with the logo of VMY 2007 to familiarize Malaysians, to build up the spirit and excitement of VMY 2007 and to prepare Malaysians to welcome the world.

Both print media and outdoor advertising adapted from the commercial support the TV campaign. Over 80 billboards, unipoles and electronic boards all over the country will provide 24-hour publicity throughout the year.

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