



MEDIA RELEASE

CITRAWARNA 2004 SHOWCASES MALAYSIA'S RICH CULTURE

Enjoy the best of Malaysia during *Citrawarna 2004* – a multi-faceted extravaganza rich in culture and fascinating attractions.

***Citrawarna Malaysia* which means the Colours of Malaysia, showcases the country's kaleidoscope of arts, culture and traditions that will be held nationwide for a month from 22 May until 19 June.**

The launch theme for this year's *Citrawarna 2004*, "Waves and Colours" will feature the songs and dances of the different states, offering tourists a glimpse into Malaysian culture and arts.

As a curtain-raiser, *Citrawarna 2004* will be launched with pomp and pageantry on 22 May at 8.30pm by His Majesty The King of Malaysia in the presence of foreign and local dignitaries, international and local media, invited guests and the public **at the National Stadium in Bukit Jalil, Kuala Lumpur.**

About 100,000 spectators are expected to witness the opening ceremony of *Citrawarna 2004* that evening. To entertain the large crowd, popular Malaysian artistes including Misha Omar, Too Phat,

Yassin, Waheeda, Akademi Fantasia singers and the Senario comedy group will perform as early as 5pm until after midnight.

A major attraction at the Citrawarna 2004 launch is the lucky draw offering a range of attractive prizes such as a Proton Gen2 car, motorcycles, TV sets and other valuable items to be given away to fortunate members of the audience.

Numbered entry tickets for *Citrawarna 2004* entitle everyone an equal chance to win a lucky draw prize. These free tickets for the public are available on a first-come-first served basis from Tourism Malaysia information counters in Kuala Lumpur and at the KL International Airport, as well as selected shopping complexes and hotels in the Klang Valley.

To facilitate the easy mass movement of the public to and from Bukit Jalil, the hours of **rapid transport services on the STAR, PUTRA and KTM Commuter trains and Intrakota buses are being extended to 2am on 23 May 2004.**

To add more gaiety to the launch event, a ***Karnival Citrawarna* will be held outside the National Stadium at Bukit Jalil from 11am to 11pm on 21 and 22 May.** Promotional rates for travel packages and handicraft bargains will be made available on both days.

Now in its sixth year, the *Citrawarna 2004* launch will highlight a colourful, rich Malaysian extravaganza staged by over 5,500 participants dressed in colourful costumes of their respective ethnic and state origin. Spectators will be treated to the sound and dance ensembles from the different zones of Malaysia performing to traditional songs from the various states.

The festivities and merriment will continue to be celebrated in each of the 14 Malaysian states and federal territories which will hold their own supporting activities in conjunction with *Citrawarna 2004*.

As part of the official month-long programme, Penang will be hosting the mid-segment of *Citrawarna 2004* on 29 May at the Majlis Perbandaran Seberang Perai Stadium in Butterworth on the mainland. The event will consist of performances by local cultural groups from districts in the island, ethnic communities and several organizations.

The official closing of *Citrawarna 2004* which will be held in Ipoh, Perak on 19 June promises to be a colourful street parade and dance festival featuring cultural troupes, arts societies and invited troupes from other states and countries.

Citrawarna 2004 is one of the many events organized year-round in Malaysia, a country always in a festive and carnival mood and where continuous merriment prevails.

For more details about *Citrawarna 2004*, please visit the Tourism Malaysia website www.tourism.gov.my or call the Citrawarna Secretariat at 03- 26935188 ext 5802 (Jeffri Munir) and 03-26965755 (Sarifa Samsudin).

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