



MEDIA RELEASE

MALAYSIA CELEBRATES COLOURS AND FLAVOURS OF MALAYSIA

This year marks the 10th year of “Citrawarna,” better known as the Colours of Malaysia celebrations, to showcase the country’s multi-ethnic, multi-cultural and multi-traditional society. In past years, the promotion of Malaysia’s best loved food and fruits was also incorporated into the celebrations via Citrarasa Malaysia (Flavours of Malaysia).

This year, in a rebranding exercise to better promote the two events, the celebration has been renamed “Colours and Flavours of Malaysia” with the theme “Celebrating 50 years of nationhood – one golden celebration.”

The celebrations will kick off with a national-level parade on 24 May, 2008 at Dataran Perdana in Putrajaya. It will be officiated by their Majesties, the King and Queen of Malaysia. More than 50,000 spectators and 1,600 performers are expected to witness the event.

This year’s parade will feature a dramatic shift from its previous years’ format and combine both theatrical and street performance into one night’s activities. While the main event of laser shows, fireworks, live celebrity performers, cultural dancers and musicians take to the centrestage beginning 8.30pm, the “real-party” or the Post Show begins after 10.30pm where the audience will be able to take to the large boulevard to join in the dancing and merry-making.

Needless to say, this year’s celebration marks a paradigm shift towards the Ministry’s new vision to better promote a fair distribution of benefits and

wealth from the tourism industry towards grassroots, especially for SMIs and SMEs.

Along with this, greater emphasis will thus be placed on “home-grown” assets ranging from homestays to eco-tourism. In all, it is a process of returning to the core basic fundamentals of the tourism industry. That is, for the mutual benefit of all Malaysians.

As in the words of Malaysia’s Minister of Tourism, YB Dato’ Sri Azalina Othman Said: “No longer will our country take a passive interest in the promotion of itself. The time has come to take a global approach towards showcasing all that’s unique about Malaysia, what perhaps the world have known all this while, but we have been blindsided on how amazing our country really is. At the same time, we also need to enhance and commit ourselves to return the full measure of benefits from the industry back to our people at grassroots level. That they, too, may enjoy the fruits of their labour after all these years of sacrifice.”

Several other venues have also been earmarked for state-level parade and feasting celebrations, known as “Food & Fruit Trails” as per the following:

State	Date(s)	Type
Melaka	31 st May 2008	Parade
	30 th May-1 June 2008	Food & Fruit Trail
Johor	7 th June 2008	Parade
	6 th – 8 th June 2008	Food & Fruit Trail
Pahang	14 th June 2008	Parade
	13 th – 15 th June 2008	Food & Fruit Trail
Terengganu	21 st June 2008	Parade
	20 th – 22 nd June 2008	Food & Fruit Trail
Kota Kinabalu	20 th – 22 nd June 2008	Food & Fruit Trail

There will also be a Colours & Flavours of Malaysia Car Convoy circuit treasure hunt that will commence from Putrajaya and culminates in Terengganu on where designated hunt days are as per follows:

State	Date(s)
Melaka	30 th May-1 June 2008
Johor	6 th – 8 th June 2008
Pahang	13 th – 15 th June 2008
Terengganu	20 th – 22 nd June 2008

Other information:

- His Majesty, the King of Malaysia, Yang di-Pertuan Agong Al-Wathiqu Billah Tuanku Mizan Zainal Abidin Ibni Al-Marhum Sultan Mahmud Al-Muktafi Billah Shah & Her Majesty, the Queen of Malaysia, Seri Paduka Baginda Raja Permaisuri Agong Tuanku Nur Zahirah will take leave at 10.30pm, after which the street party (Post Show) will commence.
- Food and beverage stalls will be set up at designated areas beginning 5.00pm on event day as part of the Pre-Show.
- Public toilets and mobile units will be made available at designated areas for public use.
- Official website : www.coloursofmalaysia.com.my
- Secretariat contact : Secretariat, Colours Of Malaysia
Ministry of Tourism Malaysia
Level 6, Menara Dato' Onn
Putra World Trade Centre
45 Jalan Tun Ismail
50695 Kuala Lumpur
Malaysia

Tel: +6 03 2696 3171, 26937111

Fax: +6 03 2696 3142 / 03 2691 3358

Email: event_kpl@motour.gov.my

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Email: div-advertising@tourism.gov.my

Website: www.tourism.gov.my

Tel: 603 2615 8188, Fax: 603 2615 8299
