



PRESS RELEASE

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'MALAYSIA TRULY ASIA – THE ESSENCE OF ASIA' **CONTINUES WINNING STREAK**

PUTRAJAYA, 10 July 2014 – Tourism Malaysia's new official music video to promote Visit Malaysia Year 2014, the *'Malaysia Truly Asia – The Essence of Asia'*, bagged three awards at major prestigious events in the first half of 2014.

The five-minute promotional video won the bronze medal in the Music Video Category at the 35th Annual Telly Awards, and prior to that, it also received the Ecotourism and Responsible Travel Award at the 3rd Deauville Green Awards International Film Festival, and picked up the 1st prize in the "Country" category at the 13th International Tourism Film and Media Competition "The Golden City Gate" 2014 Awards.

The video, which showcases the alluring beauty of Malaysia from a treasure trove of nature to cultural diversity, was commended by the Prime Minister YAB Dato' Sri Mohd Najib Tun Abdul Razak.

"As I watched this video, I could feel an overwhelming sense of surrealism, as I was reminded of how blessed we are to live in a country as breathtakingly beautiful as Malaysia," posted the Prime Minister on his Facebook.

Featuring the voice of popular Malaysian songstress Yuna, the soundtrack in the music video is a renewed version of the popular *"Malaysia Truly Asia"*.

The Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab attributed the impressive success of the video to the joint efforts of Tourism Malaysia and advertising agency M&C Saatchi in promoting Malaysia as a world-class ecotourism destination. He was delighted that Malaysia had been acknowledged not only by travellers, but also by the global travel industry.

To view the award-winning video, visit <http://www.youtube.com/watch?v=rrUXxqxu74k>.



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Background information:

Founded in 1970, the 35th Annual Telly Awards in America is one of the most sought-after awards by industry leaders. The award is recognisable by its trademark silver Telly statuette and it honours the very best film and video productions, groundbreaking online video content, and outstanding local, regional and cable TV commercials and programmes.

The 3rd Deauville Green Awards, held from 17 to 19 June 2014 at the Multiplex Le Morny, France, is an international film festival that celebrates the world's best audiovisual productions in the fields of sustainable development and ecology through corporate films, documentaries and public awareness campaigns.

Held in March 2014, the 13th International Tourism Film and Media Competition "The Golden City Gate" 2014 in Germany is an international film, print and media contest for the tourism industry. The Awards ceremony is held every year at ITB Berlin, the world's leading travel trade show. The competition provides an opportunity to all tourism advertisers to participate in the contest and present their new creations.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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