



MEDIA RELEASE

A WHOLE NEW MEANING TO THE APPRECIATION OF NATURE

KUALA LUMPUR, 5 May 2008 – Watch as various parts of Kuala Lumpur transform into a myriad of colours with the second edition of the Malaysia Flora Fest 2008. Taking inspiration from the many awards and accolades Malaysia has garnered from the world renowned Pasadena Tournament of Roses Parade in the USA, Malaysia Flora Fest is set to be one breathtaking experience for all. Aptly themed, 'Colours of Harmony', the festival focuses on appreciating nature in all its raw untouched beauty. The Malaysia Flora Fest is lined up as one of the major events in the Visit Malaysia Year Calendar of Events.

The festival has started from as early as 1st March and comes to a close on 3rd August. The 4 month Flora Fest is divided into 7 different segments; Flora Photography Competition, Flora Photography Exhibition and Prize Giving, Flora Workshop, Florathon (Flora Run), Flora Design Arrangement/Decoration Competition, Floral Parade and Flora Float Showcase & Bazaar.

Taking the lead from her prerogative of using eco-tourism as one of the major platforms in promoting Malaysia as a must-see destination, the Tourism Minister is a strong supporter of such festivals. With Malaysia's flora collection running into the thousands, Malaysian's and foreigners alike will have an opportunity to see the flora kingdom from the more known strains to flowers they never knew existed in Malaysia. An educational and aesthetically pleasing experience awaits all at the Malaysian Flora Fest. 2008.

The Flora Photography competition kicked off the festival on 1st March, runs until 31st May, with both professional and amateur photographers taking their lens out capture Mother Earth's most dazzling creations. The competition is divided into three sections; Floral, Fauna and Landscapes, with prizes for both local and international participants.

Following the photography competition, the winning photographs will be on display for the public to appreciate at Berjaya Times Square from 28th June to 14th July. The prize giving ceremony for the photography competition will be held at the same venue on 28th June, with the Minister of Tourism, Malaysia on hand to congratulate and award the winners.

The Flora Workshop takes place at Saloma Bistro & Theatre from 18th to 20th July, which is open to members of the public with participation through filling a form. The entry form will be available in the local papers and Laman magazine. The Flora Workshop is divided into three parts which are Bonsai Shaping, Folkart and Contemporary Flower Arrangement.

With the end of the Flora Workshop, 20th July is greeted with the Florathon (Flora Run) flagging off at 7:30am at Taman Botani in Ayer Keroh, Malacca. Open to everyone, the rules of participation are simple; come decked in the most vibrant flora-theme costume you can find, and the most attractive costumes stand to take home prizes just as attractive.

The following day starts with the Flora Design Arrangement and Decoration Competition taking place throughout selected hotel lobbies and shopping centres. For a period of approximately a week (21st July – 3rd August), these hotel lobbies and shopping centres will highlight their creativity by decorating their lobbies and foyers with eye-catching Malaysian flowers.

The highlight of the Malaysia Flora Fest comes in the form of the Floral Parade on 26th July in Putrajaya. Witness the most extravagant floral themed floats and world-class marching bands from various organizations take centre stage here. Participants will showcase their creativity to no end, in the meanwhile keeping in mind the set theme of 'Colours of Harmony'.

The decorated floats will be on display to the members of the public for three days at Putrajaya after the parade, from 26th to 28th July. Running concurrently with this float display will be a Flowers Bazaar in the same area.

For more information regarding the Malaysia Flora Fest, please browse through the official website at www.malaysiaflorafest.com.