



PRESS RELEASE

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## LET'S READ! – “JOM KE PUSAT SUMBER” 2014

**PUTRAJAYA, 26 September 2014:** Tourism Malaysia will be organising the “Jom ke Pusat Sumber” programme from 1 to 31 October to encourage the reading habit among its staff, as well as to promote its resource centre at the second floor of the Ministry of Tourism and Culture Malaysia building.

Throughout the month, various activities and contests await visitors such as guessing the number of books and words, info and book hunts, book sales, lucky draw, lucky visitor, membership drive, top patron award and travel books donation. The programme, including the activities and contests, are open to the public as well.

The programme aims to promote reading culture among the staff of Tourism Malaysia, Ministry of Tourism and Culture (MOTAC), as well as agencies that are under MOTAC.

It is also a platform for Tourism Malaysia to introduce and promote the services provided by its resource centre to other Ministries, organisations, associations and also higher learning institutions.

The programme will be officially launched by the Deputy Director General (Planning) of Tourism Malaysia Chong Yoke Har at 9.30am at the resource centre. More than 100 guests are expected to attend the launching ceremony.

The resource centre now owns a collection of 17,605 monographs and journals where more than 70% of these materials are related to tourism and the oldest collection dates back to 1972. The rest of the reference materials are related to management, religion, information technology, art and design, as well as local and international magazines.

ENDS



**MALAYSIA TOURISM PROMOTION BOARD**  
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**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 **Tourism NKEA (National Key Economic Area)**.

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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