



IT'S ALL ABOARD AS TOURISM MALAYSIA GETS NEW CAMPAIGN ON THE ROAD

LONDON, 26th May 2011 – From today, Tourism Malaysia will be taking over five of London's iconic red double-decker buses, giving the capital's bustling transport system an altogether tropical feel!

The bus campaign was launched today by the Minister of Tourism Malaysia, the Honourable Dato' Sri Dr. Ng Yen Yen at a special reception at the Malaysian High Commission in Belgrave Square, London.

"We are really excited on the working partnership with Transport for London to promote our fantastic destination on the most recognised public transport system and the world's most iconic city that presents a great opportunity for Tourism Malaysia. We hope the buses can bring more sunshine and help put a smile on the faces of London's commuters," said, the Honourable Dato' Sri Dr. Ng Yen Yen

For the next 12 weeks, the buses will carry passengers on some of the busiest routes around London, covering the city's centre, north, east, and west, and being seen by millions of Londoners. They will also pass world famous tourist sites such as Big Ben, the Houses of parliament, Piccadilly Circus and Harrods.

Malaysia is world famed for its beaches. But with 14,500 flowering plants, 600 species of birds, 210 species of mammals and thousands of exotic insects and marine life, it is also one of the world's top 12 Biodiversity countries.

Londoners will be able to see giant exotic jungle and aquatic images of Malaysia as part of a drive to promote the country's hugely diverse nature, fantastic diving, and growing ecotourism industry.

Other exciting Malaysia news this week includes the second prestigious gold medal awarded for Tourism Malaysia's show garden at the iconic Chelsea Flower Show. The participation at

Chelsea further illustrates Malaysia's commitment to promoting itself to a core British and London audience.

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Further information

For more information on planning a visit to Malaysia, please visit www.tourismmalaysia.gov.my or call Tourism Malaysia in London on 020 7930 7932 or email info@tourismmalaysia.co.uk

For further information on the Chelsea Flower Show, please go to:

<http://www.rhs.org.uk/shows-events/chelsea/index.asp>

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