

MEDIA RELEASE

HUMAN FLOWERS WAFTING THROUGH THE BOTANICAL GARDENS

AYER KEROH, MELAKA, 20 July 2008 – The Florathon 2008 is one of the 7 components of the Malaysia Flora Fest 2008, and takes place in the Botanical Gardens, Ayer Keroh in Malacca this year. This colourful event is organized by the Ministry of Tourism Malaysia, in collaboration with the Malacca State Government and the Historical City of Malacca Municipal Council (MBMB).

The Florathon 2008 sees over 2000 creatively clad participants brisk walking over a span of 3 kilometres through the Botanical Gardens. The Malacca Chief Minister, YAB Datuk Seri Hj. Mohd Ali Rustam and other government-based officials will join in and walk along with the participants in the event.

The aim of this event is to not to see which participant can complete the circuit in the quickest time, but rather to select the participant that is the most uniquely dressed in their eye-catching floral themed costumes.

In tandem with the Minister of Tourism's directive of promoting the ecological side of Malaysia, this homage to Malaysia's natural surroundings is indeed one such endeavour.

The Florathon itself will be divided into 2 main categories; the Florathon and the *Bunga Raya Waiter's Race*. Within these two categories, 7 sub-categories within the Florathon and 2 sub-categories within the *Bunga Raya Waiter's Race* is further accentuated.

The Florathon category is separated into the following categories; Junior Men, Junior Women (participants under 18 years of age), Men, Women (participants over 18 years of age), Tourist (Men), Tourist (Women) and Team Participants which are open categories.

The *Bunga Raya Waiter's Race* is separated into the individual participants of male and female. These categories are open for hotel employees, restaurant and café employees, as well as hospitality students public and private institutes of higher learning. Their task is to not only be dressed in their most creative ensembles, but also to complete the circuit whilst balancing a tray of water-filled glasses.

The prizes for Florathon 2008 reach as high as RM1,200 per participant, with prizes being awarded to the first, second and third positions of each category.

Not only being involved with the Florathon 2008, the state of Malacca will also be presenting a fresh flower float to participate in the largest component of the Malaysia Flora Fest 2008; the Flora Parade. Taking place the following weekend, on 26th July in Johor Bahru, the Flora Parade will see 14 states of

Malaysia participating and 2 international participants displaying their striking floral floats in a parade from Dataran Bandaraya to Danga Bay.

For more information on the Malaysia Flora Fest 2008, please browse the official website at www.malaysiaflorafest.com.

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