



PRESS RELEASE

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**#BEAUTIFULMALAYSIA PHOTO CONTEST
CAPTURE THE BEAUTY OF TRAVEL IN MALAYSIA**

PUTRAJAYA, 8 June 2015 - As part of efforts to promote Malaysia as a top-of-mind tourist destination during this year's Malaysia Year of Festivals campaign, Tourism Malaysia will be launching the #beautifulMalaysia online photo contest where avid travellers and photography enthusiasts worldwide are invited to submit photos that best encapsulate the beauty of Malaysia through the lens.

The contest, which runs for 14 consecutive weeks from 15 June till 20 September 2015, is open to those aged 13 years and above, and participation is at no cost. Participants can submit photos of Malaysia based on the following themes, i.e. places to explore, festivals and celebrations, food and shopping.

A customised website (www.tourism.gov.my/beautifulMalaysia) for this campaign is already up and running to promote the contest and to give information on the rules and regulations.

Beginning 15 June, participants can start uploading their photo submissions directly to the website with very simple steps. Alternatively, participants can post their photos on Instagram by including the hashtag #beautifulMalaysia. Photos will then be compiled, moderated and displayed in the website. Judging is based on creativity of the photograph, suitable caption and relevance to the categories.

Each week, the best photo will be hand-picked by Tourism Malaysia. Among the many grand prizes waiting to be won are the GoPro Hero 4, an iPad Air 2, the Canon EOS 100D and the OPPO Find 5.

Meanwhile, to promote the contest, Tourism Malaysia will be releasing specially designed postcards that will be placed at selected airports in Malaysia. The winners of the contest will also have their winning photos displayed on the postcards at the end of the contest period.

The photo contest will be officially launched on 27 June 2015 at IOI City Mall, Putrajaya, in conjunction with the launch of the 1Malaysia Mega Sale Carnival. Dubbed the 'Mother of All Sales', the 1Malaysia Mega Sale offers great shopping bargains and many exciting events.

Malaysia's other major shopping seasons are the 1Malaysia GP Sale and the 1Malaysia Year-End Sale scheduled for 14 November 2015 to 3 January 2016. All three seasons give shoppers ample time and opportunities to experience the best shopping excitement, dining options, endless entertainment and fun-filled activities.

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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
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 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.

Press contact:

Corporate Communications & Media Relations Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
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