



PRESS RELEASE

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## “CC1M NATIONWIDE CYCLING PACKAGES 2014” OFFER VARIOUS CYCLING ACTIVITIES THROUGHOUT THE COUNTRY

**PUTRAJAYA, 21 DECEMBER 2013** - A total of 104 cycling packages entitled “CC1M Nationwide Cycling Packages 2014” had been developed by 14 Tourism Malaysia state offices with the cooperation of 46 local tour agencies.

The Director General of Tourism Malaysia, Dato’ Mirza Mohamad Taiyab launched the “CC1M Nationwide Cycling Packages 2014” at the Cuti-Cuti 1Malaysia Putrajaya Bike Ride 2013 programme held at Putra Square, Presint 3 here, today. The President of Putrajaya Corporation, Tan Sri Dato’ Seri (Dr.) Aseh Che Mat was also there to witness the event.

The launch of the new packages was timely as it added variety to the country’s tourism product offerings especially for Visit Malaysia Year next year.

Each state offered cycling routes of varying degrees of difficulties to suit all tastes. One of the attractive packages offered was the 3 days 2 nights Tour@Putrajaya/Paya Indah Wetlands where participants get to visit Prime Minister’s office and residence, Millennium Monument and Putrajaya International Convention Centre. They also get to enjoy the beautiful flora and fauna at Agriculture Heritage Park and Putrajaya Botanical Garden, feed hippos and crocodiles at Paya Indah Wetlands, take a relaxing cruise on Putrajaya Lake, cycle, kayak and indulge in other activities.

A total of 4,940 cycling packages worth RM817,070 were sold throughout the country from January till November 2013.

The “CC1M Nationwide Cycling Packages 2014” brochure is available at all Tourist Information Centres, Malaysia Tourism Centre (MaTiC) and Tourism Malaysia State Offices.

### Cuti-Cuti 1Malaysia Putrajaya Bike Ride 2013 Programme

The Cuti-Cuti 1Malaysia Putrajaya Bike Ride 2013 programme is a 25-km fun-cycling activity. It is a collaboration between Tourism Malaysia and Putrajaya Corporation.



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Among the objectives of the programme were to promote Putrajaya as a unique tourism destination and also as a bicycle-friendly city.

The bike ride programme also received encouraging response from various private sectors, government agencies, non-governmental organisations and the public.

More than 2,000 cyclists participated in this year's programme.

Entertainment by local artistes, a lucky draw and various other activities were also held during the programme.

Among the sponsors for the Cuti-Cuti 1Malaysia Putrajaya Bike Ride 2013 include Cycling Malaysia as official magazine, Instyle Eyewears Sdn. Bhd., Universal Fitness & Leisure Sdn.Bhd., Ciclista Sdn. Bhd., Jvckenwood Malaysia Sdn.Bhd., LERUN Industries and KEY Power Malaysia, Stanson Marketing Sdn.Bhd, Sen Aik Trading Sdn.Bhd dan Net Eon Touch.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10<sup>th</sup> most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

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