

PRESS RELEASE

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IFTAR@KL TOURIST ATTRACTION FOR THE MONTH OF RAMADHAN

KUALA LUMPUR, 26 June 2015 – The National Department for Culture & Arts has once again organised the Iftar@KL 2015, previously known as the Ramadan Festival. The event, which will be happening every weekend throughout the fasting month, will be held at Jalan Raja, Kuala Lumpur, opposite the Sultan Abdul Samad Building.

Visitors can expect an array of activities available at the event, such as the preparation and distribution of the '*bubur lambuk*' or spiced porridge, tourism exhibitions, *nasyid* performances and competitions, Ramadan talks, Al-Quran recitals, fast-breaking ceremony followed by communal prayers and other activities.

The Iftar@KL event is organised by the National Department for Culture and Arts, with cooperation from various other agencies such as Ministry of Tourism and Culture Malaysia, Tourism Malaysia, the Kuala Lumpur City Hall, the Visit Malaysia Year Secretariat, Department of Islamic Development Malaysia, Islamic Tourism Center (ITC), Department of Federal Territory Islamic Affairs, the National Heritage Department, and Masjid Jamek Kampong Bharu.

Entrance is free and the public is invited to participate in the event which is happening on 20, 21, 27, 28 June, and 4, 5, 11, 12 July 2015.



For more information, please visit <http://www.jkkn.gov.my/>.

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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 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.

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