



## **MEDIA RELEASE**

### **2<sup>ND</sup> PUTRAJAYA INTERNATIONAL HOT AIR BALLOON FIESTA 2010**

Come 18 March 2010, balloon enthusiasts will get to enjoy a thrilling experience as Malaysia's administrative capital, Putrajaya, holds the second edition of the International Hot Air Balloon Fiesta to the theme of "1 World, 1 Malaysia, 1 Fiesta."

A total of 23 multi-coloured hot air balloons in various shapes and sizes will hover over the Putrajaya skyline for four days. This year, 23 balloonists from 11 countries are taking part in the fiesta, comprising Belgium, France, Germany, Japan, Netherlands, New Zealand, Poland, Switzerland, Thailand, USA and Malaysia. Ms Akari Sue from Japan will be the only female pilot taking part.

The hot air balloons will "take off" at Monumen Alaf Baru in Precinct 2. Due to Putrajaya's proximity to Kuala Lumpur International Airport, the balloons are only allowed to fly at a height of not more than 1,000 feet and within a 3 km radius from the launch site.

The organisers, Malaysian Sport Aviation Federation (MSAF) and AKA Balloon Sdn Bhd., have once again collaborated with Perbadanan Putrajaya and other organisations to provide balloon fans with this exciting event.

According to the Chairman of the 2<sup>nd</sup> Putrajaya International Hot Air Balloon Fiesta 2010, Khairudin Abd Rani, the organisers have added more activities this time

around to make the event more interesting for visitors. “We want to create a multi-racial/cultural event that promotes unity,” he added.

During the event, five hot air balloons will offer tethered rides to the public. The rides are available for two sessions a day - from 8am to 11am and 6pm to 9pm. Tickets are priced at RM10 for adults and RM5 for children below 12 (subject to a minimum height requirement). Apart from that, helicopter rides will also be offered to visitors for RM120 per person.

Other activities include para-motors/para-gliders show, remote control aircraft flying display, kite flying, outdoor games for children (inflatables, clowns, magic shows, zorb ball rides), extreme games, petting zoo, face painting, sand arts and colouring competition.

The highlight of the fiesta will be the “nightglow and firework displays” on March 20. It is a special event where the balloons are inflated but do not take off. The balloonists will then fire their burners simultaneously, lighting up the balloons like giant light bulbs.

The 2nd Putrajaya International Hot Air Balloon Fiesta 2010 will be held at Monumen Alaf Baru’s parking area in Presinct 2, from 18 until 21 March, between 7am and 9pm. Entrance is free to the public (only certain rides are ticketed).

For more information, please log on to [www.myballoonfiesta.com](http://www.myballoonfiesta.com) or contact the secretariat at 03-7981 8769 / 03-7981 8712 or join the official Facebook group “myballoonfiesta”.

### **About MSAF:**

The Malaysian Sport Aviation Federation (MSAF) was formed on 31 May 2003, after discussions between Malaysian Industry-Government Group for High Technologies (MIGHT) and the Department of Civil Aviation Malaysia (DCA) to set up a governing body for all sports aviation activities in Malaysia.

The membership of MSAF is open to all associations, clubs and companies registered in Malaysia which are directly or indirectly involved in sports aviation activities.

The MSAF is registered with the Federation Aeronautique Internationale (FAI), the world body for sports aviation activities.

**About AKA Balloon:**

AKA Balloon Sdn Bhd is Malaysia's pioneer commercial Hot Air Balloon company operating for more than 15 years. Its track record includes the 1<sup>st</sup> Putrajaya International Hot Air Balloon Fiesta 2009, New Straits Times Balloon Meet in June 1995, the first ever Penang to Mainland Hot Air Balloon Race, and an appearance at the Langkawi International Air Show.

AKA Balloon has the expertise to operate aerial promotion programmes. They are not just limited to operating balloons in Malaysia and Asian countries. As part of the Cameron/Thunder & Colt ballooning dealership network, it is able to utilize balloonists from all over the world and also sell custom-shaped hot air balloons for corporate and/or public organisations (Cameron Balloons/Thunder & Colt group is the largest balloon dealership network in the world).

They have also participated in various international Hot Air Balloon Meets, namely: Pattaya International Hot Air Balloon Fiesta; Philippine Balloon Fiesta; South Korea Balloon Meet; Austrian Alps Meet; Bristol Balloon Meet; and Bavarian Balloon Meet, Germany.

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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 10 February 2010

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