



PRESS RELEASE

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PULAU PINANG WINS BEST BOAT OVERALL FOR MAGIC OF THE NIGHT 2014

PUTRAJAYA, 23 JUNE 2014: Pulau Pinang's flotilla sailed to win the title of 'Overall Best Boat' at the Magic of the Night 2014 event here at Putrajaya, which began on 14 June. Other winners were Pahang, with the title of 'Best Lighted Boat', and Johor who took home two titles, which were 'Most Creative Boat' and 'Most Popular Boat'.

The prize-giving ceremony was graced by the Minister of Tourism & Culture, YB Dato' Seri Mohamed Nazri bin Abdul Aziz, who awarded the winners of each category with a trophy.

The eight day event, organised by the Ministry of Tourism & Culture, featured a total of 15 lighted boats which highlighted Malaysia's most famous attractions as part of a night boat parade. The brightly-lit flotillas dazzled locals and tourists at the 3-kilometre stretch of scenic waterfront at the Putrajaya Lake.

Besides the Ministry of Tourism & Culture, a total of 14 other organisations from the state governments (Pulau Pinang, Johor, Melaka, Kedah, Kelantan, Negeri Sembilan, Perlis, Pahang, Selangor, Terengganu, Sarawak dan Sabah), as well as organisations such as Putrajaya Corporation, and Kuala Lumpur City Hall (DBKL) took part.

Themed "Colours of Harmony", Magic of the Night 2014 lit up the evening panorama of Putrajaya with fireworks, photography contests, music and cultural performances.

Organised for the fourth time, the annual boat parade is held in conjunction with the Putrajaya FLORIA 2014, Malaysia's premier outdoor garden and flower showcase, which displays the best of the local and international landscape and horticulture industry.

Magic of the Night is an innovative home-grown tourism product developed by the Ministry of Tourism & Culture to attract more tourists to Malaysia and Putrajaya, as well as promote the various tourist attractions that Malaysia has to offer.

For more information on Magic of the Night 2013, please contact Ministry of Tourism & Culture, Malaysia at 03-8891 7000 or email info@motour.gov.my or go to <http://www.facebook.com/mymotour>.

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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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