



PRESS RELEASE

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## MALAYSIA'S TOURISM HIGHLIGHTS – SEPTEMBER 2014

**PUTRAJAYA, 18 August 2014** – A mix of art, cultural, sports, nature and international fashion events wraps up the third quarter of 2014. Here are some of the highlights of September 2014:

### **MUD: Our Story of Kuala Lumpur**

Witness the story of Kuala Lumpur unfold on stage as three best friends – Mamat, Meng and Muthiah head to the capital city to seek their fortune during the 1880s.

The show promises to be a colourful and entertaining multi-cultural experience for all – a lively musical showcasing the rich diversity of the people who built Kuala Lumpur. It is an inspiring tale of friendship, perseverance and finding joys in a simple cup of *teh tarik*.

Organiser: Enfiniti Vision Media  
Date: Ongoing  
Time: Twice Daily: 3pm – 6pm and 8.30pm – 9.30pm  
Venue: Panggung Bandaraya, Jalan Raja, Kuala Lumpur  
Price: RM45 – RM60  
Contact: +6 03 6142 9877  
Website: [mudkl.com](http://mudkl.com)

### **SARAWAK REGATTA 2014**

The renowned Sarawak Regatta 2014 is back in Kuching! Started from the Brooke era, the traditional longboats race aimed to stop racial wars among local tribes where headhunting was largely practiced.

The colourfully designed and decorated longboats can accommodate up to 30 paddlers on the boat. Aside from boat races, highlights of the event include “Brooke Swim”, kayaking and duck catching competitions.

Organiser: Resident Office Kuching Division  
Date: 4 – 7 September 2014  
Venue: Kuching Waterfront, Kuching, Sarawak  
Contact: +6 082 507 051/ 055  
Website: [www.sarawaktourism.com](http://www.sarawaktourism.com)



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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### **Media for 21<sup>st</sup> Century Children!**

For the first time, a global summit on media in the development, education and wellbeing of children is taking place in Asia!

The **7th World Summit on Media for Children (WSMC) 2014** aims to improve the quality of media for children through networking, debates and workshops on content creation from more than 2,000 producers, broadcasters, media regulators, educators and community leaders.

If you are someone who works in the field of childhood development with an interest in media, this Summit is for you!

Organiser: Asia-Pacific Broadcasting Union (ABU)  
Date: 8 – 10 September 2014  
Venue: The Royale Chulan Hotel, Kuala Lumpur  
Contact: +6 03 2282 3592  
Website: [www.wsmc2014.org](http://www.wsmc2014.org)

### **ROYAL PAHANG BILLFISH INTERNATIONAL CHALLENGE 2014**

The largest fishing competition in Malaysia is here! The Royal Pahang Billfish International Challenge (RPBIC) 2014 is an annual offshore fishing competition that practices the "Catch and Release" method.

RPBIC takes advantage of the active migration season of the billfish, such as marlin and sailfish which pass through the Rompin area from the northern hemisphere to Australia, between March and September.

Loaded with dynamic bursts of excitement for the experienced angler, it is a highly anticipated event especially for those who seek adventure and eco-friendly sports.

Organiser: Pahang State Government, Tioman Development Authority & Pahang Tourism  
Date: 12 – 14 September 2014  
Venue: Pantai Lanjut, Rompin, Pahang  
Contact: +6 09 514 1206  
Website: [www.rpbic.com.my](http://www.rpbic.com.my)



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### **Watch World-Class Tennis Live in KL**

The 'Malaysia Open, Kuala Lumpur 2014' will play host to the best line up of players in its young history. Nick Kyrgios, the 19-year-old Australian player who won the 2013 Australian Open Boys' Singles event will be making his Malaysian professional debut this year.

Other than world-class tennis action, highlights of the event include the signature catch-the-ball promotions with prizes, the on-court coin toss and also daily autograph sessions with the players. Come and support them!

Organiser: Ministry of Tourism and Culture, Malaysia  
Date: Qualifying Weekend, 20 – 21 September 2014  
Main Draw, 22 – 28 September 2014  
Venue: Putra Stadium, Bukit Jalil, Kuala Lumpur  
Contact: +6 03 9222 8881  
Website: [www.malaysianopentennis.com](http://www.malaysianopentennis.com)

### **It is now bigger and better!**

Kite enthusiasts from all across the globe will bring their new creations and fly these magnificent art pieces at the **10<sup>th</sup> Borneo International Kite Festival 2014!**

Highlights of the festival include the Stunt Kite/ Revolution Kite performances, the 1<sup>st</sup> Asia Pacific Sport Kite (dual-line) Championship, Creative Kites Display, 'wau'-making workshop, and cultural night performances.

Organiser: Borneo International Kite Festival Secretariat, Bintulu Development Authority (BDA)  
Date: 24 – 28 September 2014  
Venue: Old Bintulu Airport, Bintulu, Sarawak  
Contact: +6 086 332 011  
Website: [www.borneokite.com](http://www.borneokite.com)

### **AFRICA-MALAYSIA INTERNATIONAL FASHION SHOW 2014**

Nineteen celebrated fashion designers from across the Africa continent including Tina Lobondi, Taibo Bacar and Mina Evans are invited to present their "Fall 2014" collections in Malaysia.

AMIFS 2014 is a platform to celebrate the work of Africans and African inspired designers by promoting their rich cultural heritage especially in the Asia Pacific continent.

Organiser: Standard Pacific Global Sdn. Bhd. & Astral Skyline (M) Sdn. Bhd.  
Date: 24 – 28 September 2014  
Venue: Avenue K Shopping Mall  
Contact: +6 017 6434 912 (Puan Zainun)



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Website: <http://www.africa-malaysiafashionshow.com/>

#### **6<sup>th</sup> BORNEO BIRD FESTIVAL 2014**

Calling all birding enthusiasts; grab the chance to see vibrant-coloured birds from Kingfishers to the elusive Borneo Bristlehead at the 6<sup>th</sup> Borneo Bird Festival 2014!

Spread over 3 days, the event offers various activities such as bird photography, guided bird walks, a bird race and a bird watching competition. The event aims to raise awareness of over 568 bird species in Sabah, four of which are found nowhere else in the world.

Organiser: Sabah Tourism Board  
Date: 26 – 28 September 2014  
Venue: Rainforest Discovery Center (RDC) Sandakan, Sabah  
Contact: +6 088 212 121 (Noredah Othman)  
Website: [www.borneobirdfestival.com](http://www.borneobirdfestival.com)

#### **ASIA PACIFIC IRONMAN LANGKAWI 2014**

Missed the 3-in-1 sports challenge in Desaru? Upcoming is the Asia Pacific Ironman Langkawi 2014 for you to prove your mettle as a triathlete again!

Ironman is triathlon's marquee challenge and this ultimate endurance race requires the completion of 3.8 km of swimming, 180 km of cycling and 42.2 km of running, all three in a single day. Take a truly Malaysian cultural journey through tropical, hilly and demanding terrain!

Organiser: Ironman Malaysia  
Date: 27 September 2014  
Venue: Langkawi, Kedah  
Contact: +6 03 7491 0505  
Website: <http://ap.ironman.com/triathlon/events/asiapac/ironman/malaysia>

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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 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



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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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