



MEDIA RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA LAUNCHES VISIT MALAYSIA YEAR 2014 STICKER PHOTO CONTEST

KUALA LUMPUR, 19 December 2013 – Tourism Malaysia launched the “Visit Malaysia Year 2014 (VMY 2014) Sticker Photo Contest” today to raise awareness of the celebration of VMY 2014 among Malaysians and expatriates.

The contest will be held for a period of three months beginning 1 January until 31 March 2014. Each month, 30 lucky winners will get to bring home attractive prizes, including domestic travel packages.

“Through this contest, Malaysians and expatriates will get to join us and assist us in promoting VMY 2014. At the same time, it will also prepare them to be the host during the celebration of this much-anticipated event,” said the Director General of Tourism Malaysia Dato’ Mirza Mohammad Taiyab, during the launching of the VMY 2014 Sticker Photo Contest at the Sungai Besi PLUS Toll, where a total of 150,000 stickers were distributed to road users around the country.

The event was also attended by the Senior General Manager of PLUS Ir. Mohd. Zulastrri Mohd. Amin.

The VMY 2014 stickers, depicting the proboscis monkey (the mascot of VMY 2014), were distributed at 15 locations – seven toll plazas and one PLUS R & R outlet – Sungai Besi Toll in Selangor, Skudai Toll in Johor, Ayer Keroh Toll in Melaka, Pulau Pinang Bridge Toll, Senawang Toll in Seremban, Batu Tiga Toll in Shah Alam, Hutan Kampung Toll in Kedah, and Tapah R&R in Perak.

Besides that, the stickers were also distributed in states that are not connected via the PLUS Highway, such as Jabor Toll in Terengganu, Tun Salahudin Bridge Toll in Sarawak, Kuala Perlis Jetty, KB Mall in Kelantan, Kota Kinabalu Airport in Sabah, Kuantan Sentral and Urban Transformation Centre in Bentong, Pahang.

Aside from highway locations, stickers for the VMY 2014 Sticker Photo Contest can also be obtained at Tourism Malaysia state offices and Tourist Information Centres (TIC) around the country.

This contest is also expected to increase the number of followers on Cuti-Cuti 1Malaysia Facebook (FB CC1M) at <http://www.facebook.com/CutiCuti1Malaysia>. To date, the page has approximately 1.8 million followers.



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To participate in the contest, participants are required to place the sticker on their vehicles and take a creative picture of the vehicle against the background of any tourist attraction in Malaysia. Contest entries can be submitted via CC1M FB.

The participants also need to “Like” the CC1M FB page before uploading their photos on the VMY 2014 Car Sticker Photo Contest app. The photo also needs to be shared with 10 friends.

Unsuccessful entries for the first month will be carried forward to the second month’s draw and so forth.

For further information, please contact Pn. Ida Harlina Mohd Idris, Deputy Director, Domestic Marketing Division, Tourism Malaysia at 03-88918437 or via email at idaharlina@tourism.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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th 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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