

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

## **VISIT MALAYSIA YEAR 2014 COUNTDOWN CARNIVAL AT QUEENSBAY MALL, PENANG**

**PUTRAJAYA, 27 December 2013** – While the Visit Malaysia Year (VMY) 2014 clock continues ticking away towards the grand launch celebration on 4 of January 2014, Tourism Malaysia is carrying on with its VMY 2014 promotions, this time the VMY 2014 Countdown Carnival at Queensbay Mall in Penang from 28 to 29 December.

To be launched tomorrow by the Deputy Director General (Planning) of Tourism Malaysia, YBhg Dato' Haji Azizan Noordin, it's an effort to create and sustain the excitement for the upcoming VMY 2014 celebration among the local community and expatriates at the northern part of Peninsular Malaysia.

The two-day event is among Tourism Malaysia's initiatives to promote domestic travel and local tourist attractions among Malaysians and expatriates as well as encourage them to travel domestically during the VMY celebration next year.

A total of 13 exhibitors involving tour agencies and tourism product operators from Penang, Perlis, Kedah and Perak are taking part in this "hardsell" consumer fair offering fantastic Malaysian holiday packages. The booths will be located at the north wing of the mall.

The VMY 2014 Countdown Carnival is unique as it combines a domestic tourism fair and cultural showcases as well as performances by local artistes and a myriad of interactive activities. A grand flash mob performance is also scheduled for the launch.

Visitors to the event will be entertained by multicultural dance performances, a solo flute performance by Arul Pendekar Bambu and a performance by local artistes comprising Dato' M. Daud Kilau, One Nation Emcee, Alif Aziz, Daniel Lee and Reno.

Quizzes on domestic tourism, family games, face painting and children's colouring contest are also scheduled. Visitors will also receive VMY 2014 balloons and have the opportunity to hang their wishes on the VMY 2014 Wishing Tree.

The sponsors of the event comprises of Queensbay Mall, Penang, Firefly and Eastin Hotel, Penang. Tourism Malaysia Penang is also working closely with Gaya Travel Magazine and Yours Magazine to ensure the success of the event.



## **VMY 2014 Countdown Journey from Putrajaya to Penang**

To promote the VMY 2014 Countdown Carnival and increase visibility for VMY 2014, Tourism Malaysia is taking a unique publicity approach by organising the VMY 2014 Countdown Journey.

The VMY 2014 Countdown Journey is a collaborative effort between Tourism Malaysia and Syarikat Elang Wah Sdn. Bhd., which sees a total of 50 flash mob dancers and local media representatives travel from Putrajaya to Penang along the North-South PLUS highway on a KL Hop On Hop Off bus to help promote and distribute flyers and promotional items for the VMY 2014 Countdown Carnival in Penang.

The dancers will perform a flash mob and energetic dance performance at three selected locations along the North-South PLUS highway, i.e. the rest area (R&R) in Tapah, KTM Railway Station in Ipoh and Padang Kota Lama in George Town, Penang.

The bus will be flagged off today by Deputy Director General (Promotion) of Tourism Malaysia YBrs Madam Chong Yoke Har together with the Director of Domestic Promotions of Tourism Malaysia YBhg Dato' Musa Yusof and Managing Director of Syarikat Elang Wah Sdn. Bhd. Mr. Syed Azhar Syed Nadzir, in front of the Ministry of Tourism and Culture.

Following the collaboration, Tourism Malaysia hopes that Syarikat Elang Wah Sdn. Bhd. which manages the KL Hop On and Hop Off bus will expand their service to Penang.

The VMY 2014 Countdown Journey can be watched through Youtube/TMPenang.

*For further information, please contact Miss Haryanty Abu Bakar, Deputy Director, Tourism Malaysia Penang at 04-261 0058 or via email at [haryanty@tourism.gov.my](mailto:haryanty@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.



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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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