



MEDIA RELEASE

Malaysia's largest celebration offers more "bang!" for its diamond anniversary

KUALA LUMPUR, 8 April 2008 - This year marks the 10th year of "Citrawarna", better known as the Colours of Malaysia celebrations, an initiative undertaken by the Ministry of Tourism, Malaysia to showcase the country's multi-ethnic, multi-cultural and multi-traditional society in its most colourful and vibrant form – with street performances, music and dances.

This also includes a showcase of some of Malaysia's best loved food and delicacies that originates from various states throughout Malaysia. These will be featured through the scores of food stalls that will be set up alongside and in complement to the celebration.

Needless to say, this year's celebration marks a paradigm shift towards the Ministry's new vision to better promote a fair distribution of benefits and wealth from the tourism industry towards grassroots, especially for SMIs and SMEs.

Along with this, greater emphasis will be thus be placed on "home-grown" assets ranging from homestays to eco-tourism. In all, it is a process of returning to the core basic fundamentals of the tourism industry. That is, for the mutual benefit of all Malaysians.

As in the words of Malaysia's Minister of Tourism, YB Dato' Sri Azalina Othman Said: **"No longer will our country take a passive interest in the promotion of itself. The time has come to take a global approach towards showcasing all that's unique about Malaysia, what perhaps the world have known all this while, but we have been blindsided on how amazing our country really is. At the same time, we also need to enhance and commit ourselves to return the full measure of benefits from the industry back to our people at grassroots level. That they, too, may enjoy the fruits of their labour after all these years of sacrifice."**

In line with this, the celebration will therefore be rebranded as the “Colours and Flavours of Malaysia” a combination of the former events of Colours of Malaysia and Flavours of Malaysia.

The national-level parade celebration will be held on 24th May, 2008 at Dataran Perdana in Putrajaya will be officiated by their Majesties, the King and Queen of Malaysia where more than 50,000 spectators and 1,600 performers are expected to converge for what promises to be an unforgettable night of high-tech visual displays and choreographed performances, highlighting Malaysia’s multi-faceted attractions.

This year’s parade will also feature a dramatic shift from its previous years’ format and combines both theatrical and street performance into one night’s activities. While the main event of laser shows, fireworks, live celebrity performers, cultural dancers and musicians take to the centrestage beginning 8.30pm, the “real-party” or the Post Show begins after 10.30pm where the audience will be able to take to the large boulevard to join in the dancing and merry-making.

And as part of the Ministry of Tourism’s new endeavour to spread the success of the celebration to a larger audience via a “destination-based events” platform, several other venues have also been earmarked for state-level parade and feasting celebrations. These are as follows:

State	Date(s)	Type
Melaka	31 st May 2008	Parade
	30 th May-1 June 2008	Food & Fruit Trail
Johor	7 th June 2008	Parade
	6 th – 8 th June 2008	Food & Fruit Trail
Pahang	14 th June 2008	Parade
	13 th – 15 th June 2008	Food & Fruit Trail
Terengganu	21 st June 2008	Parade
	20 th – 22 nd June 2008	Food & Fruit Trail
Kota Kinabalu	20 th – 22 nd June 2008	Food & Fruit Trail

There will also be a Colours & Flavours of Malaysia Car Convoy circuit treasure hunt that will commence from Putrajaya and culminates in Terengganu on where designated hunt days are as per follows:

State	Date(s)
Melaka	30 th May-1 June 2008
Johor	6 th – 8 th June 2008
Pahang	13 th – 15 th June 2008
Terengganu	20 th – 22 nd June 2008

The Colours & Flavours of Malaysia 2008 is one of the component events in the Visit Malaysia Year campaign and designated as one of the top 50 national events in the country's Calendar of Events.

For more information, please log onto www.coloursofmalaysia.com.my

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