



MEDIA RELEASE

COLOURS OF 1MALAYSIA 2012 CITRAWARNA 1MALAYSIA 2012

KUALA LUMPUR, MAY 11, 2012 - Malaysians and tourists can look forward to a colourful and festive evening at the Colours of 1Malaysia 2012 (*Citrawarna 1Malaysia 2012*) parade on Saturday, May 19.

The event will begin at Dataran Merdeka from 5.00 p.m. until midnight, with the official launch at 8.00 p.m. This year, the parade is expected to attract about 100,000 spectators, both local and foreign to witness the festivities.

Over 7,000 participants, consisting of school students, public and private higher education institutions, local cultural organisations and non-governmental organisations (NGOs) are taking part in this 14th installment of Colours of 1Malaysia 2012 which has become an iconic tourism event since its inception in 1999.

The parade, with the theme "The Greatest Tourism Parade", will feature a decorated float procession, a choreographed dance routine that showcases the various tourism events and tourism products in Malaysia, as well as marching band performances. The parade consists of 11 segments, namely:

1. Opening act of Colours of 1Malaysia 2012
2. Nature
3. Homestay
4. Sports Tourism
5. Shopping
6. 1Malaysia Contemporary Art Tourism
7. Heritage
8. Parks & Gardens
9. Fabulous Food 1Malaysia
10. Closing act of Colours of 1Malaysia 2012

The 1.5 km-long parade route begins from Jalan Raja, through Jalan Raja Laut and Jalan Isfahan, and ends at Jalan Tuanku Abdul Rahman. The event will conclude with a rousing *Dikir Barat* performance by all the participants of the parade, as well as members of the audience.

In addition to the parade, 20 stalls serving various local cuisines will also be available at Dataran Merdeka.

TRANSPORTATION

Parking bays for private vehicles and tourist buses are provided at the nearby Padang Merbok, along Jalan Parlimen, a short distance from Dataran Merdeka. For those who wish to use public transportation, Rapid KL and LRT services will be extended until midnight.

MEGA FAM & EUROMEET 2012

Tourism Malaysia is bringing in a total of 293 travel agents and media under the Malaysia Mega Familiarisation programme and EUROMEET 2012 from 34 countries, namely Brunei, Cambodia, China, Denmark, Finland, France, Germany, India, Indonesia, Iran, Ireland, Italy, Japan, Kazakhstan, Laos, The Netherlands, New Zealand, The Philippines, Qatar, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Turkey, UAE, UK, USA, Uzbekistan and Vietnam to cover the event. Also, about 300 participants are expected to attend under the Colours of 1Malaysia 2012 holiday packages which have been promoted in Brunei, Iran, Singapore, South Africa, Thailand and UAE.

BACKGROUND ON COLOURS OF 1MALAYSIA (CITRAWARNA 1MALAYSIA 2012)

The objective of Colours of 1Malaysia 2012 is to establish Malaysia as a premier tourist destination that is rich in culture and heritage, and to showcase the country's various tourism events and attractions through an entertaining and colourful street performance.

This is in line with the Ministry's target of achieving 36 million tourist arrivals with total tourist receipts of RM168 billion (USD54.7 billion) by 2020, as part of the National Key Economic Areas (NKEA) for Tourism.

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Event Summary

Time	Location	Activity
5.00 p.m	Stage at the Dataran Merdeka Square ((in front of the flag poles)	Performance by local artistes and marching band.
8.30 p.m – 11.00 pm	i. Main Stage (in front of the Sultan Abdul Samad building) ii. Jalan Raja Laut (in front of UOB Bank) iii. Jalan Tunku Abdul Rahman (in front of Noble Hotel)	Launching Ceremony, performances, as well as parade.
11.00 p.m – 12.00 a.m	Main Stage (in front of the Sultan Abdul Samad building)	Performance by local artistes.