



MEDIA RELEASE

USHERING THE LUNAR YEAR WITH SOUNDS OF OVER 200 DRUMS IN CHINATOWN

PUTRAJAYA, 8 FEBRUARY 2013: Heeding the Prime Minister Dato' Seri Najib Tun Abdul Razak's clarion call to make Visit Malaysia Year 2014 a national mission, a group of local entrepreneurs have come up with a novel idea to usher the Chinese New Year in a unique way.

Initiated by the Malaysian Chapter of the Entrepreneurs' Organisation (EO) in line with its theme, Delivering Happiness and supported by the Ministry of Tourism Malaysia, Drumming Up The Nation is a cultural and musical showcase of over 200 drums from Malaysia's diverse ethnic groups reverberating in unison throughout Kuala Lumpur's Chinatown to usher the Year of the Snake.

"This event promises to be a culturally significant and exciting occasion and will leave an indelible impression upon tourists and locals besides propelling KL's Chinatown on the global tourist map.

Drumming Up The Nation promises to be the biggest ever street party in Malaysian history held in conjunction with the Chinese New Year Street Celebrations at Petaling Street on Sunday, February 17, 2013 between 4.00pm to 11.00pm," said Minister of Tourism, Dato' Seri Dr. Ng Yen Yen here today.

"Drumming Up The Nation is all about celebrating the lunar year in the heart of Kuala Lumpur's Chinatown by Malaysians from various races in the true 1Malaysia spirit of unity, harmony, joy and splendour. It is about celebrating and sharing the strengths of our cultural diversity. It's also about building a united and common community spirit through festivities, fun activities and local food," she continued.

Other highlights of the programme include abseiling performances by the Malaysian Armed Forces; performances and acrobatic feats by the World's No. 1 Champion Lion Dance Association; Theatrical & Lights Production showcasing the rich history of Chinatown; live stage performances by Tourism Malaysia's troupe; hawker food-fare; pyrotechnic and fireworks.

The Minister of Tourism said that Drumming Up The Nation will benefit local businesses as well as provide a unique opportunity to showcase the rich and colourful heritage of KL's Chinatown apart from strengthening the spirit of unity amongst all Malaysians

For added convenience and to ensure visitors enjoy Chinatown's famed hawker food-fare, Jalan Sultan will be closed to traffic and turned into a walking thoroughfare on February 17 between 6.00pm to 11.00 pm.

The Malaysian Chapter of the Entrepreneurs' Organisation (EO) is a global community that enriches members' lives through direct peer-to-peer learning, connections to experts and once-in-a-lifetime experiences. EO is a catalyst enabling entrepreneurs to learn from each other, leading to greater business success and an enriched personal life.

For more information on the event, contact:

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