



PRESS RELEASE

FOR IMMEDIATE RELEASE

RAMADAN BAZAAR IS BACK TO ATTRACT LOCAL AND FOREIGN TOURISTS

Kuala Lumpur, 9 July 2013 - The Ministry of Tourism and Culture Malaysia will once again host the Ramadan Bazaar. In conjunction with the launching of the Ramadan Bazaar on 11 July, the Ministry will distribute 22,000 packs of *Bubur Lambuk Agung* to the community at Masjid Jamek Kampong Bharu.

The official launching ceremony will be graced by YBhg **Datuk Seri Hj. Ahmad Phesal bin Hj. Talib**, the Kuala Lumpur City Mayor and will witness the participation of 150 volunteers who will cook the savoury *bubur lambuk* in 100 pots as early as 8.00 a.m. in a cheerful spirit of *gotong-royong* within the compound of the mosque.

The hosting of the Ramadan Bazaar 2013 is an initiative undertaken by the Ministry to promote Ramadan Bazaar as a unique tourism product in light of its potential to offer a diverse selection of delicacies during the fasting month that will definitely whet the appetite of foreign tourists.

After the launching ceremony, *bubur lambuk* will be distributed complimentary to the community at the Masjid Jamek Kampong Bharu. The special *bubur lambuk* will also be distributed at other locations, including:

1. Masjid Jamek Kuala Lumpur;
2. Jalan Tuanku Abdul Rahman (in front of Gulati's Silk House textile shop,);
3. Bukit Bintang (in front of The Cube, Lot 10)
4. Central Market
5. KL Sentral

Bubur lambuk is one of the many specialities of Muslims during the Ramadan month, largely due to its delightful taste and its nutritional values derived from the different flavouring and spices used.

Bubur Lambuk Agung Masjid Jamek Kampong Bharu has become an icon synonymous with the community at the vicinity of Kampong Bharu and Klang Valley. It is distributed to the community every day during the Ramadan month, after Asar prayer, and has been a tradition passed down for generations over half a century ago.



MALAYSIA TOURISM PROMOTION BOARD

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In conjunction with the launching ceremony of Ramadan Bazaar 2013, the Ministry of Tourism and Culture Malaysia through the National Department for Culture and Arts will organise the "Ramadan Festival" from 12 July to 4 August 2013.

The activities lined up for the festival include breaking fast together with the crowd along the road with break fast "must-haves" such as dates, *bubur lambuk* and mineral water as well as "ziarah sahur" (pre-dawn meal visit before fasting) programme at the compound of homes for the homeless and orphanage. There will also be competitions open to the public such as composing of Nasyid and Raya song contest. *Takzilah Ramadan* and recitation of the Holy Quran by male and female Quran readers among the young generation will also be held before the breaking fast.

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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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