



PRESS RELEASE

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MAGIC OF THE NIGHT 2014 NINE EVENINGS, FIFTEEN FLOATS AND ONE MAGICAL EXPERIENCE!

PUTRAJAYA, 12 JUNE 2014: Over nine dazzling evenings beginning 14 June, a parade of lighted boats will float across the beautiful Putrajaya Lake to mesmerise spectators at the Magic of the Night 2014 event.

Organised for the fourth year in a row, Magic of the Night 2014 is one of the signature events organised by the Ministry of Tourism and Culture Malaysia to promote the glorious diversities of nature, culture and traditions of the country.

Bearing this year's theme "Colours of Harmony," the 15 flotillas taking part will be dressed in beautiful sculptures of Malaysia's most famous attractions in a fusion of lights, colours and shapes. The scenic location of Marina Putrajaya at Putrajaya Lake, with its distinctive architectural design and beautiful bridges, provides the perfect backdrop for this enchanting evening show.

Taking part in Magic of the Night 2014 are state governments of Perlis, Kedah, Johor, Melaka, Negeri Sembilan, Pahang, Sabah, Sarawak, Terengganu, Selangor, Penang, and Kelantan, along with Putrajaya Holdings, Tourism Malaysia and Kuala Lumpur City Hall. They will be vying for the titles of Overall Best Boat, Most Creative Boat, Most Popular Boat (public voting) and Best Lighted Boat.

The event will be launched by Y.B Datuk Seri Tengku Adnan Bin Tengku Mansor, Minister of Federal Territories on 14 June 2014.

To add to the merriment are craft and art exhibitions, Fabulous Food promotions, Meet Upin & Ipin Live, Night Floral Boats Photography Contest, 1Malaysia Green and Clean Campaign, Visual Art Gallery, musical performances by Malaysia's hottest artistes and a fireworks display to light up the sky every night.

As a publicity prelude to the event, a Magic of the Night Hop-On Hop-Off roadshow was recently organised. The roadshow kicked off on 30 May, heading north to Penang before journeying south from 6 to 8 June to Seremban, Melaka and Johor Bahru. Key stopovers included R&R stops along the North-South Highway, famous tourist spots and popular shopping centres along the routes.



MALAYSIA TOURISM PROMOTION BOARD
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Special Magic of the Night tour packages were also promoted via two tour agencies, i.e. Pearl Holiday Travel & Tours and Columbia Leisure Sdn Bhd.

As part of the promotion of Malaysia for Visit Malaysia Year 2014, some 145 international media and travel agents from 15 countries have been invited to attend the event as well. They are here to learn about Malaysia's tourism events and attractions and help package and promote Malaysia in their respective countries.

Members of the public are invited to come and join in the fun and festivities of Magic of the Night 2014, which is scheduled to start from 2.00 pm until 11.30 pm every day until 22 June 2014. Admission is free.

For more information or updates about the event, please visit www.vmy2014.com or <https://www.facebook.com/VisitMsiaYear2014> today.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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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