



## **MEDIA RELEASE**

### **MEGA FAM PARTICIPANTS CELEBRATE FABULOUS FOOD 1MALAYSIA & 1MALAYSIA YEAR-END SALE**

**KUALA LUMPUR, 9 NOV 2012:** Tourism Malaysia has brought in a total of 137 travel agents and media under the Malaysia Mega Familiarisation Programme from 14 countries, namely Australia, Brunei, Cambodia, Czech Republic, Egypt, India, Indonesia, Laos, Russia, Saudi Arabia, Thailand, USA, Vietnam and Yemen to cover two major events in Malaysia's tourism calendar, i.e. the Fabulous Food 1Malaysia Restaurant Food Festival and Cooking Competition 2012 and 1Malaysia Year-End Sale 2012.

They will attend a tourism seminar at Le Meridien Hotel near here, today, where they will be welcomed by Madam Chong Yoke Har, Deputy Director General (Marketing), Tourism Malaysia, before presented with a certificate of participation.

Mr. Mohmed Razip Hasan, Director of Communications and Publicity Division, Tourism Malaysia will then brief the participants on various destinations in Malaysia followed by presentations by Ms. Phang Sau Lian, Director of Marketing Sunway Shopping Malls as well as a representative from the Industrial Development Division, Ministry of Tourism, Malaysia.

After the seminar, the Mega Fam participants will get to participate in three different workshops comprising cooking class or demonstration by the Le Meridien Executive Sous Chef, Chef Zubir, craft making and batik canting which will run concurrently.

On 10 November, they will witness the official launch of the Fabulous Food 1Malaysia Restaurant Food Festival and Cooking Competition 2012 at Putra World Trade Centre (PWTC). Following that, the group will make their way to Sunway Pyramid in Petaling Jaya for the launch of 1Malaysia Year-End Sale 2012. Later, they will visit the Sunway Lagoon for fun-filled activities.

The following day, the group will be taking part in a guided walking tour of the BB (Bukit Bintang) - KLCC (Kuala Lumpur City Centre) shopping precinct. The first group will take the Berjaya Times Square - Sungei Wang Plaza - Low Yat Plaza and Lot 10 - Fahrenheit88 - Starhill Gallery - Pavilion KL - Link Bridge - Suria KLCC routes.

The other group's walking tour will cover the Suria KLCC - Link Bridge - Pavilion KL - Starhill Gallery - Fahrenheit88 and Lot 10 - Low Yat Plaza - Sungei Wang Plaza and Berjaya Time Square routes.

The Mega Fam group will go around the country to visit other destinations and attractions in Malaysia.

For more information on Mega Fam programmes, please contact:

Ednie Rahma Ab Rahim  
Mega Fam Secretariat,  
Communications & Publicity Division, Tourism Malaysia  
7th Floor, Tower 1,  
No. 2, Jln P5/6, Precinct 5,  
62200 Putrajaya  
Tel: +603 8891 8000  
Fax: +603 8891 8788  
E-mail: [megafamsecretariat@tourism.gov.my](mailto:megafamsecretariat@tourism.gov.my)

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Issued by: Communications & Publicity Division, Tourism Malaysia  
Tel: 03-8891 8000; Email: [sitirahmah@tourism.gov.my](mailto:sitirahmah@tourism.gov.my)  
Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

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