



MEDIA RELEASE

INTERNATIONAL MEDIA AND TRAVEL AGENTS IN MALAYSIA IN CONJUNCTION WITH THE 1MALAYSIA YEAR END SALE

Tourism Malaysia is hosting a total of 80 participants from 13 countries under its Mega Familiarisation Programme (Mega Fam) in conjunction with the 1Malaysia Year End Sale 2011 (1MYES). The 1MYES sale campaign is running nationwide from 15 November 2011 to 1 January 2012.

Organised by the Ministry of Tourism, the 1MYES offers an exciting shopping experience with great discounts at participating shopping malls and outlets throughout the country.

The participants of the programme comprises of journalists and travel agents from Australia, Brunei, China, Germany, Hong Kong, Indonesia, Iran, Japan, Pakistan, Philippines, Russia, Singapore and South Africa.

As part of the Mega Fam programme, participants will attend a business session on 17 November 2011 where they will meet with the Acting Director General of Tourism Malaysia, Dato' Hj. Azizan Noordin.

The following day, the participants will attend the launch of the 1Malaysia Year End Sale which will be officiated by the Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen at the Bukit Bintang Dome in Pavillion, Kuala Lumpur.

A string of other exciting events have been organised for the participants to showcase the best of Malaysia shopping experience including a tour of Tokyo Street, a lifestyle precinct in Pavillion, and a tour of Fahrenheit 88 where they will be welcomed with a 1MYES flash mob. Participants will also be taken for a tour to one of the city's latest shopping mall, Publika at Solaris Dutamas, Kuala Lumpur, where they will be entertained with a colourful fashion show presented by Albert Kind, Faisal Abdullah of Jendela KL, Datuk Radzuan Radzwil and Khoon Hoi. The fashion event will also feature a group of British designers who premiered their latest Spring/Summer 2012 collections at the London Fashion Week last September.

BACKGROUND INFORMATION ON MEGA FAM PROGRAMME:

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Established in the year 2000, it is part of Tourism Malaysia's promotional strategy to create greater awareness of Malaysia as a tourist destination. Its main objective is to offer the participants a personal experience of the attractions, tourist destinations, and products and services in Malaysia in order to develop tour packages and generate publicity on the country as a preferred destination for leisure and business.

For more information on Mega Fam programmes, please contact: Ms. Zuraini binti Abdul Ghani, Senior Assistant Director, Communications and Publicity Division, Tourism Malaysia, Tel: +603 8891 8776; Fax: +603 8891 8788 or Email: zurainighani@tourism.gov.my

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