



MEDIA RELEASE

COLOURS OF 1MALAYSIA 2011 CELEBRATION

Colours of 1Malaysia is a signature tourism event held every year on the third Saturday of May and this year it will be held on 21 May at Dataran Merdeka. It showcases the best of Malaysia's tourism products, traditions and culture amidst richness, splendour and dazzling display. This year's Colours of 1Malaysia marks the 13th anniversary since it was first introduced in 1999.

The objectives of the Colours of 1Malaysia are:

- To create more tourism activities that can draw the interest of foreign tourists to visit Malaysia.
- To encourage Malaysian citizens and foreign tourists to appreciate the wealth of arts and cultures that we have in Malaysia.
- To coordinate the efforts of the Malaysian Central Government, state governments and the private sector in organising tourism events for the benefit of the country.
- To boost the growth of the economy as well as to generate more income for the tourism industry.

COLOURS OF 1MALAYSIA 2011 CONCEPT

The highlight of the Colours of 1Malaysia celebration is usually the colourful street parade. In the past, the concept for the official launching of Colours of 1Malaysia has always been a street cultural performance by each state in Malaysia. However, this year's event will showcase the best of Malaysia's tourism products comprising parks and garden; sports tourism; contemporary arts; fabulous food, fruits and shopping; eco-tourism; and

1Malaysia Green 1Malaysia Clean campaign, apart from the country's multi-ethnic cultural performances and dazzling displays of fireworks.

LAUNCH OF COLOURS OF 1MALAYSIA 2011

Colours of 1Malaysia 2011 will be officially launched at 8.00 pm on 21 May, 2011 at Dataran Merdeka (Merdeka Square) by His Majesty The King of Malaysia, Seri Paduka Baginda Yang Di Pertuan Agong, Al-Wathiqu Billah Tuanku Mizan Zainal Abidin ibni Al-Marhum Sultan Mahmud Al-Muktafi Billah Shah.

Malaysia's Deputy Prime Minister, YAB Tan Sri Muhyiddin Yassin and Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen are also expected to attend the launching.

The street parade will involve some 5,000 performers representing Malaysia's diverse tourism products and the arts and cultures of all Malaysian ethnic communities conveyed in song and dance enriched by colourful display of traditional attires.

The 1.5 km procession will start at Jalan Raja and proceed to Jalan Raja Laut, Jalan Isfahan and end at Jalan Tunku Abdul Rahman.

The performances will end with the presentation of a 1Malaysia dance by all participants and a fireworks display.

Pre-launch event

The public can enjoy pre-launch performances from 5.00 pm at Dataran Merdeka. Among the performers are cultural groups from Yunnan, China and National University of Malaysia (UKM), bhangra dancers, brass band and local artistes.

Apart from the performances, a total of 45 booths will be set up at Dataran Merdeka where visitors will have the opportunity to buy special holiday packages, homestay products as well as food and beverages. They are open from 10.00 am.

The Ministry of Tourism, has also launched a Citrawarna 1Malaysia online dance game contest at www.facebook.com/CutiCuti1Malaysia which was created in conjunction with the annual event. The contest which will be on until the end of June this year, offers players with the highest accumulated scores a chance to win an iPad 2 and tourism-related prizes.

For more info, please contact:-

Puan Fazlin Hussin

Unit Pengurusan Acara

Ministry of Tourism, Malaysia

Tel: +603-2696 3324

Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 20 May 2011

Tel: +603 2615 8188; Fax: +603 2615 8299

Email: sitirahmah@tourism.gov.my

Website: www.tourismmalaysia.gov.my
