



MEDIA RELEASE

ATTRACTIVE PRIZES BECKON VISITORS TO VISIT MALAYSIA YEAR 2014 PROMOTIONAL CAMPAIGN CARNIVAL AT BUKIT JALIL NATIONAL STADIUM

PUTRAJAYA, 16 JANUARY 2013: The Visit Malaysia Year (VMY) 2014 promotional campaign carnival at the Bukit Jalil National Stadium from 18 to 20 January has elicited strong support from the private sector who are giving away a host of exciting prizes to visitors on a daily basis. A total of 97 companies have contributed 1,869 products and vouchers worth approximately RM225,000 for the lucky draw prizes.

Prime Minister Dato' Sri Mohd Najib Tun Abdul Razak will officially launch the VMY 2014 promotional campaign at 8 pm on Saturday, 19 January and draw the winning Grand Prize.

Among the largest prize sponsor for the carnival is Naza Two Wheels Sdn Bhd with its contribution of a Naza Blade 250cc motor-cycle worth RM18,000 as the Grand Prize in the lucky draw.

Motor-bike enthusiasts will be familiar with the impressive specs of this two-wheeler, which includes the signature *Two Brothers Racing* high performance exhaust system that's lighter than the standard version and custom-designed decals.

Meanwhile, M-Force Bike is offering a 125cc Jet Power scooter worth RM5,000 as one of the top prizes.

Many other corporate sponsors have also pledged equally exciting prizes ranging from bicycles, holiday packages, airline tickets, entrance tickets to theme parks and other tourist attractions, hampers, vouchers for health screening to branded motor accessories and merchandise.

To qualify for a chance to win any of these prizes, members of the public need only to register either on the *Cuti-Cuti 1Malaysia* Facebook page or on site at the registration booth at the tourism carnival. Draws will be done on a daily basis.

Besides sponsorship of prizes, other companies are participating in exhibitions and bazaars during the tourism carnival. With the rising popularity on cycling and bike tourism across the country, a bicycle and big bike marquee will be set up with vendors displaying their products.

Visitors can expect to witness a congregation of 1,000 super bikes at the 1Malaysia Chopper Marquee displaying products from Harley Davidson, Ducati, BMW and GIVI as well as specially-designed customised choppers.

Over 50 artists from all over Malaysia will demonstrate portrait painting and exhibit their artworks.

With the growing popularity of the *ukulele* in Malaysia, visitors can also engage with members of the Malaysia Ukulele Club and learn more about this fun and easy-to-play musical instrument.

Visitors can also take part in five different competitions organised during the tourism carnival ranging from dance to karaoke to band competitions. A total of RM13,000 cash prizes are to be won in addition to other gifts and hampers. The highlight of the competition is the *Gangnam 1Malaysia Truly Asia* competition. Registration for the various competitions can be made on site at the mini performance stage.

To ensure international exposure of the *VMY 2014* promotional campaign, the Ministry of Tourism and Tourism Malaysia are hosting 118 international media and travel agents from 27 countries to join in the celebrations this weekend. The international media and travel agents will get a first-hand opportunity to experience the many tourist attractions Malaysia offers foreign visitors.

Note - Background Information:

The Ministry of Tourism and Tourism Malaysia are making early preparations to woo the targeted 28 million tourists the country is eyeing for the Visit Malaysia Year (VMY) 2014.

A promotional campaign for the "Visit Malaysia Year 2014" will be officially launched by Prime Minister Dato' Sri Mohd Najib Tun Abdul Razak at 8 pm on Saturday, 19 January 2013.

The launch is part of a three-day tourism carnival to create awareness of the economic importance of VMY 2014 to all Malaysians. Entrance is free. The carnival opens on 18 January at 4:30 pm while on 19 and 20 January, events start as early as 10 am.

Visitors are advised to come early as parking at the Bukit Jalil National Stadium is limited. Alternative parking facilities are also available at Technology Park Malaysia with Rapid KL providing shuttle service at 15-minute intervals to the tourism carnival over the three days.

Alternatively, take public transport. The nearest LRT station is Bukit Jalil station along the Ampang Sri Petaling line. On 19 January, the LRT service to Bukit Jalil station is available free from 6 am to midnight.

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