



PRESS RELEASE

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MAGIC OF THE NIGHT 2015

PUTRAJAYA, 28 May 2015 – A total of 17 decorated boats are gracing the Putrajaya Lake for four nights, beginning today, in conjunction with the Magic of the Night 2015. The event, which is already in its fifth year, showcases boats from various states in Malaysia, including an entry from the Suzhou region of the People’s Republic of China and also the Putrajaya Lake Cruise.

With the theme *Endless Celebrations*, the boats cruise along the 3km Putrajaya Lake, featuring a dazzling combination of lights, colours, and beautiful architecture that symbolises the icons, tourism products, and cultures of the respective states. This is in line with the Ministry of Tourism and Culture’s objective to encourage foreign tourists and locals to appreciate the multitude of cultures, architecture, heritage and traditions in the country.

All the boats will compete in four categories, which are ‘Overall Best Flotilla’, ‘Most Creative Flotilla’, ‘Best Lighted Flotilla’, and ‘Most Popular Flotilla’. The winner for the ‘Most Popular Flotilla’ will be determined through popular vote. The public can cast their votes through the official Ministry of Tourism and Culture (MOTAC) Facebook page www.facebook.com/mymotac, the Cuti-cuti 1Malaysia Facebook page www.facebook.com/CutiCuti1Malaysia, or onsite at the event at the Putrajaya Marina.

A unique attraction at this year’s MOTN is the 1Malaysia drum performance – the ‘*Seratus Irama Pergendangan MyFest 2015*’ – which involves a *Kompang*, *Jido* and *Bhangra* drum group, symbolising the Malay, Chinese and Indian communities.

Tourism Malaysia has also invited a total of 75 international media and tour agents under its Mega Fam programme to witness this iconic tourism event and help promote the country as a top-of-mind tourist destination.

MOTAC, with the cooperation of Gaya Travel magazine, is also organising a Magic of the Night 2015 Photography and Selfie competition, which offers a total prize money of RM13,800.00 The public may submit their best photos at the MOTN 2015 Photography Competition Submission booth at the Putrajaya Marina on 29 May from 8.30pm to 11pm. Submission for the Selfie Competition only needs to be uploaded with the hashtag #MOTNSelfie2015. For more information, please visit MOTAC’s official website at www.motac.gov.my.



MALAYSIA TOURISM PROMOTION BOARD
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Besides that, visitors to MOTN 2015 also get to sample famous food from various states in the country, such as *Pulut Mangga* from Perlis, *Sate Tulang* from Negeri Sembilan, *Sate Kajang* from Selangor, *Nasi Dagang* from Terengganu, *Char Kuey Teow* from Pulau Pinang, *Otak-otak Kempas* from Johor, *Bihun Sup Utara* and *Mee Udang* from Kedah, *Nasi Kerabu* and *Laksam* from Kelantan, *Asam Pedas* from Melaka, *Patin Tempoyak* from Pahang, *Rendang Tok* from Perak, *Laksa Sarawak* and *Mee Kolok* from Sarawak, *Kepak Ayam* from Sabah and Labuan, and last but not least, *Burger Bakar* from Kuala Lumpur.

The event will be officiated by the Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Tan Sri Abdul Aziz on 29 May 2015, while the Closing and Prize-Giving Ceremony will be carried out by the Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor on 31 May 2015.

The Nadiputra bus company has allocated two buses to transport passengers from the Putrajaya Central station to the event site for free from 28 May to 31 May 2015, starting from 4.30pm (every 30 minutes).

The Magic of the Night 2015 will be televised live on RTM1 on 29 May 2015, from 9.00pm to 10.30pm, as well as online, at TrulyAsia.tv.

The event will be from 5.00pm to 11.00pm every day. Entrance is free.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.



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