

MEDIA INFO

PENANG INTERNATIONAL LANTERN FESTIVAL 15 September – 31 December 2007



The Auto City in Juru, Penang comes alive with a fascinating interplay of lights, vibrant colours and intricate designs of magnificent lanterns.

The four-hectare area is dramatically illuminated by 20,000 bulbs that light up beautifully decorated and intricately crafted lanterns every night for three consecutive months.

Come and see Hello Kitty and her friends in lantern form at the Penang International Lantern Festival from 15 September until 31 December. Themed *Hello Kitty and Friends in Penang Safari*, visitors get to see a spectacular display of 2,000 individual lanterns in all kind of forms.

These bright and colourful works of art were meticulously designed and built by 48 craftsmen from Zigong prefecture in Sichuan province, China. All the materials and equipment were also brought from China.

The lanterns are grouped into seven sections namely *Penang Bridge with Hello Kitty*, *Hello Kitty and Friends*, *Animals at the Water Front*, *The Wild*, *Hello Kitty at Elephant Rides*, *Land of Dinosaurs* and *Hello Kitty Walkway*.





The 30-metre replica of the *Penang Bridge with Hello Kitty* has become the festival's centrepiece because it represents one of Penang island's famous landmarks, which is the third longest bridge in the world. The Hello Kitty theme was picked because it was family-friendly and the character was a famous international brand. There is also an entertainment park comprising a Ferris wheel and a carousel along the *Hello Kitty Lantern Walkway*.

Various shows and programmes organised for the enjoyment of both children and adults include daily lantern parades with the mascots and colouring,

story telling, creative costumes and photography contests. Free lanterns are given to children participating in the parade.

Reflecting multiracial Malaysia, where people of different religions and cultures participate in each other's festivities and celebrations, new lanterns and programmes will be added to suit the different occasions. Lanterns of Malay village and *ketupat* (a traditional Malay dish made from rice) will be on display during the Hari Raya Aidilfitri celebration in October; peacock lanterns

during Deepavali in November; and Christmas decorations and lightings in December. A New Year Countdown celebration will also be held there.

The Penang International Lantern Festival runs until 31 December from 7pm to midnight daily.

Tickets, priced at RM15 for adults and RM10 for children aged below 12, are on sale at the Auto City main entrance. Each ticket purchased allows visitors to participate in a lucky draw to win a Nissan Latio car worth RM99,958 and other prizes including free air tickets, hotel stays and many more.

The event is organised by the Penang Tourism Action Council with the collaboration of the Tourism Ministry, Tourism Malaysia, AUTO CITY and Lanterns in Motion Pte. Ltd.

Getting there

Auto City is easily accessible from the Juru Interchange on the North-South Highway. It is just half an hour from the Penang Island and less than 15 minutes from Butterworth or Bukit Mertajam.

For more details, please contact Auto City at 04-501 1222 or e-mail: golden@autocity.com.my or log on to www.autocity.com.my or www.tourismpenang.gov.my.

Tour package

Tour packages are available from Syarinor Tours and Travel with daily departures from the hotels in Penang. Tour price starts from RM120 per person. For more information, please contact Tel: 60 4 8992082 or Fax: 60 4 8991182 or e-mail: syarinor@streamyx.com or call: 012-423 2082 (Ms. Song) or 012-479 5845 (Ms. Amanda Ong).

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