



MEDIA RELEASE

TOURISM MALAYSIA WINS AME GOLD AWARD



Zaliha (centre) and Aaron Cowie, Senior Vice President, Brand Leadership (right), received the award from Christopher Graves, President & CEO of Asia Pacific, Ogilvy Public Relations Worldwide

Tourism Malaysia has won a gold award in the “Best Sustained Success” category for its highly-acclaimed “Malaysia Truly Asia” campaign at the Asian Marketing Effectiveness (AME) Awards 2009 in Hong Kong on 26 May 2009.

Tourism Malaysia Director for Hong Kong, Zaliha Zainuddin, accepted the award on behalf of Tourism Malaysia.

The campaign was launched in 1999 and had since won more than 20 top international awards.

Last year, the Malaysia Truly Asia campaign won the AME gold award in the Best Long-term Marketing Brand category.

The Acting Director General of Tourism Malaysia, Dato' Amirrudin Abu, said that Tourism Malaysia was truly honoured to receive the accolades from AME.

“The award is a significant recognition of the accomplishment by Tourism Malaysia team and our partners in promoting and positioning Malaysia as a destination that embraces the best of Asia. The award is also a reflection of our dedication towards excellence in the hospitality industry,” he said.

BACKGROUNDER

The AME Awards are held annually by the *Media* magazine and recognise productive marketing campaigns that deliver a return on investment and redefine enterprises.

The awards also focus on presenting campaigns that attain results through innovation and create world class brands by combining creativity and effectiveness.

Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 1 June 2009

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

For more information, e-mail: sitirahmah@tourism.gov.my

Website: www.tourismmalaysia.gov.my
