



KEMENTERIAN PELANCONGAN, MALAYSIA

MEDIA RELEASE

“Colours of 1Malaysia 2010” Takes On A New Look: Ministry of Tourism to Showcase Five Main Tourism Products

KUALA LUMPUR, 15 May 2010 – The annual “Colours of 1Malaysia”, organized by the Ministry of Tourism, will take on a new theme with a vibrant and colourful concept. Themed “Colours of 1Malaysia 2010 Parade”, the event will start as early as 5.00 pm on 22 May 2010 at the Dataran Merdeka. An estimated 6,000 people will be taking part in the parade this year.

The event will be officially opened by Seri Paduka Baginda Yang DiPertuan Agong Al-Wathiqu Billah Tuanku Mizan Zainal Abidin Ibni Al-Marhum Sultan Mahmud Al-Muktafi Billah Shah. Prime Minister, YAB Dato’ Sri Haji Mohd. Najib Tun Razak will be among the VIPs who will be attending.

The annual parade will feature dances of the various ethnic communities in Malaysia – the “Orang Kita” (or Aborigines), Malays, Chinese and Indians - bringing together the diverse communities in Malaysia in a cultural extravaganza. This year, the focus will be on five main products which will be highlighted according to zones:

- Eastern Zone Homestay
- Northern Zone Food and Fruit Fair
- Western Zone Mega Sales and Shopping Paradise
- Southern Zone The Golden Beaches and Islands
- Sabah and Sarawak Ecotourism

The 1.5 km parade will start at Jalan Raja heading towards Jalan Raja Laut and will move through Jalan Isfahan and Jalan Tunku Abdul Rahman before heading back to Jalan Raja and Dataran Merdeka.

There will also be a mega Dikir Barat presentation by 5,000 performers. The number is expected to enter the Malaysia Book of Records.

The finale of the night will be the *Tarian Cuti Cuti 1Malaysia*, a dance specially choreographed by the Ministry of Tourism Malaysia and *Faces of 1Malaysia performance*, which was first presented in Washington during the Prime Minister's visit to the USA in April this year.

The Colours of Malaysia is a collection of street performances which was first launched in 1999 by the Ministry of Tourism to highlight Malaysia's tourist attractions as well as to showcase Malaysia's cultural heritage through music, songs and dances.

The annual event was first held at Dataran Merdeka with cultural performances from each state. In 2004, the event moved to the National Stadium in Bukit Jalil, maintaining the original Street Performance theme.

The 2005 edition was held at Stadium Merdeka and the 2006 edition at Dataran Merdeka. In 2007, it was held at the Boulevard at Putrajaya before returning to its original venue, Dataran Merdeka in 2009.

Prepared by the Corporate Communications Unit, Ministry of Tourism Malaysia.

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