



Press Release

5 APRIL 2008

THE KL WORLD MARCHING BAND COMPETITION 2008

KUALA LUMPUR, Saturday – Kuala Lumpur will once again play host to one of the most prestigious international marching band competition in the South East Asian Region – the Kuala Lumpur World Marching Band Competition (KLWMBC) 2008. Today, the soft launch of the KLWMBC 2008 is graced by the Minister of Tourism Malaysia, YB Dato' Seri Azalina Othman Said at the Pavilion, Kuala Lumpur.

It is estimated that over 20 Marching Bands from North America, Europe, Africa, the Asia Pacific region and the Far East are expected to converge in Kuala Lumpur from 30 July until 3 August 2008 during the KLWMBC 2008. More than 2000 participants will take part, 6000 meals per day will served and more than 50 busses will transport participants to the various venue. It involves the participation of Ministry of Tourism, Dewan Bandaraya Kuala Lumpur, Kuala Lumpur Traffic police and many others to organise a successful Kuala Lumpur World Marching Band Competition 2008.

Organised by Present Malaysia Productions Sdn. Bhd., the KLWMBC is part of an international circuit of marching band competitions sanctioned by the World Association of Marching Show Bands (WAMSB). In addition to that, KLWMBC will be held annually and is supported by the Ministry of Tourism, Ministry of Youth and Sports, the Ministry of Education as well as the Kuala Lumpur City Hall (DBKL).

The famous local band Floppy with their popular singer Andy is appointed as our ambassador to send a lively theme to the people. This is the second time for the band to perform in our event. The main objective of KLWMBC is to inculcate the sense of teamwork, harmony and international cooperation through a common interest, Marching Band. This involves everyone who is associated with the Marching Band activities – performers, instructors, teachers, parents and community. We believe that events such as the KLWMBC will enhance the initiatives to boost the standard of Marching Bands in Asia as well as enable the participants to gain experience and knowledge by participating in an event of international standard.

The launch today will kick start the promotion programme of KLWMBC 2008. Other events line up are 6 nationwide road shows, stopping at Ipoh, Penang, Melaka, Kuantan, Miri and Johor Bharu. Hot FM and Fly FM as official radio stations will promote the event by giving away tickets for the lucky callers.

KLWMBC also has its own volunteer program for those aged 17 years old and above who wish to participate as volunteer marching bands as well as volunteer as part of the event management team. Further details can be obtained at the website, www.klwmbc.com.

Details on purchasing the tickets can also be obtained from the website or call 03-9173 3659.

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