



## **MEDIA RELEASE**

### **PASIR GUDANG WORLD KITE FEST 2011**

Colourful kites in various shapes and sizes will soar across the skies of Johor this February as the state plays host to the prestigious annual Pasir Gudang World Kite Fest 2011. Considered to be one of the best and most organised kite festivals in the world, the 16<sup>th</sup> Pasir Gudang World Kite Fest will showcase the skills and creativity of local and international kilters.

With the theme “Colouring the Sky” the festival will run from 16 to 20 February 2011 at Bukit Layang-Layang, Pasir Gudang, Johor. His Royal Highness, Sultan Ibrahim Ibni Almarhum Sultan Iskandar, the Sultan of Johor, will grace the opening ceremony on 19 February 2011 at 2pm.

This annual colourful event is noted for attracting large crowds of enthusiasts and curious spectators. In 2010, as many as 100,000 visitors came to the five day event and the organiser is confident that the figures will double this year.

International participation for 2011 has also increased with 190 participants from 30 countries. They are from Australia, Austria, Brazil, Brunei, Cambodia, Canada, China, England, France, Germany, Hungary, India, Indonesia, Italy, Korea, Kuwait, Lebanon, the Netherlands, New Zealand, the Philippines, Portugal, Russia, Singapore, South Africa, Switzerland, Taiwan, Thailand, Japan, USA and Vietnam. 500 local participants from the public, government and private sectors have also registered their participation this year.

The festival promises to be a lively event with a variety of exciting and entertaining pocket shows, colourful exhibitions and workshops organized for the public.

The Pasir Gudang World Kite Fest is organised by the Pasir Gudang Municipal Council and the Johor State Government through the Johor State Tourism Department with the support of the Ministry of Tourism, the Ministry of Information Communication and Culture, the Ministry of Education, the Malaysia Kite Council, the Johor Kite Association, Iskandar Malaysia and Tourism Malaysia.

For more information on Pasir Gudang World Kite Fest, please log on to [www.kitefestpasirgudang.com](http://www.kitefestpasirgudang.com).

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