



MEDIA RELEASE

LAUNCHING OF ZOOM! ZOO NEGARA & VISIT ZOO NEGARA YEAR 2009

YB Dato' Sri Azalina Dato' Othman Said, the Minister of Tourism, today launched the **Zoom! Zoo Negara** and **Visit Zoo Negara Year 2009** at Zoo Negara Malaysia in Hulu Kelang, Selangor.

The two events strongly complement each other in encouraging the public to visit the zoo and also to promote domestic tourism. More importantly, this initiative will forge closer ties between Tourism Malaysia and Zoo Negara.

"The Zoom! Zoo Negara campaign is a timely event to enhance Zoo Negara's image and at the same time it'll also attract more foreign tourists to visit the place," said YB Dato' Sri Azalina.

"The Government is looking forward to see Zoo Negara to be on a par with other famous international zoos such as the San Diego Zoo, Berlin Zoo and Beijing Zoo. The Government hopes to turn Zoo Negara into one of the biggest attractions in the Klang Valley and wants it to be included in holiday packages," she added.

In conjunction with the Visit Zoo Negara Year 2009, numerous exciting events have been prepared throughout the year called *100 Days Programmes* to help boost Zoo Negara's image as one of the most popular tourist spots in the country for the whole family.

Among the programmes are an animal-inspired fashion show, concerts, wildlife photographer of the year competition, art auction, acrobatic show, seminars, car boot sale, Asian wildlife film and video festival, international zoo marathon, fishing competition and launching of the Zoo Negara Aquaria and Rainwater Harvesting System.

The highlight of the programmes is the appointment of KDYMM Tengku Muhammad Ismail Ibni Al-Wathiqu Billah Sultan Mizan Zainal Abidin, the Acting Sultan of Terengganu, as the Royal Wildlife Ambassador of Zoo Negara.

ZOOM! MALAYSIA CAMPAIGN

The Zoom! Malaysia campaign was launched by YAB Dato' Seri Abdullah Ahmad Badawi, the Prime Minister of Malaysia, on 14 May 2008. The campaign is one of the Government's efforts to promote and develop domestic tourism.

Besides promoting national integration, it also encourages Malaysians to plan their holidays and explore the various places of interest in their own country.

Such campaign will also foster stronger co-operation among members of the public and private sectors in promoting products and tourist attractions, as well as special events in the country.

For more information on Zoom! Zoo Negara, please contact:

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