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Tarikh Tx : **21 Julai 2010**
Waktu slot : **Rabu, 9:30pm**
Tempoh : **30 minit**
Episod : **10**

Untuk siaran segera

Petaling Jaya, 8hb. Julai 2010 – Sebuah pemandangan yang indah, pantai yang cantik, kepelbagaian budaya, dan hidangan yang cukup menyelerakan dapat anda lihat hanya di program terbaru terbitan bersama Kementerian Pelancongan Malaysia dan 8TV iaitu **WELCOME TO THE RAIL WORLD** - Sebuah rancangan tentang diari seorang pengembara yang merantau ke destinasi yang menarik di seluruh Malaysia hanya dengan menaiki kereta api.

Bermula **21 Julai 2010**, jam **9.30malam**, secara eksklusif di 8TV, **WELCOME TO THE RAIL WORLD** akan membawa anda merantau ke destinasi-destinasi menarik bersama-sama dengan pengacara popular *Henry Golding* yang akan membawa anda mengembara dengan menaiki Keretapi Tanah Melayu (KTM). Henry bukan sahaja merantau di Malaysia untuk mencuci mata, tetapi Henry juga akan belajar mengenai cara hidup masyarakat di setiap tempat yang dilawatinya termasuk mempelajari sejarah dan budaya penduduk Malaysia tercinta.

Anda bukan sahaja akan disajikan dengan pemandangan yang menarik, malah anda juga akan terhibur dengan gelagat Henry yang menceriaikan dan penuh bertenaga. Beliau yang berumur 23 tahun, seorang yang berani untuk menerokai Malaysia secara berseorangan malah memberi perspektif yang baru tentang Malaysia dan budayanya.

Dari Kuala Kubu Baru, Taiping, Penang, Gemas, Langkawi, Arau, Melaka dan banyak lagi tempat yang menarik, saksikan pengalaman Henry bersama suku kaum, Jakun, sambil melewati persinggahan menarik dan indah di 'homestay' seluruh Malaysia, menjelajahi hutan, mempelajari tentang keturunan Portugese-Kreol, melakukan sukan air, serta menghiburkan anda dengan pelbagai aktiviti-aktiviti yang menarik.

WELCOME TO THE RAIL WORLD diterbitkan sebanyak 10 episod dengan kerjasama Kementerian Pelancongan Malaysia dan juga Canon, dipersembahkan dalam dwi-bahasa bagi menarik minat golongan penonton yang digelar `urban' untuk mengenali lebih dekat budaya dan tradisi yang terdapat di negara ini.

YB. Dato' Sri Dr. Ng Yen Yen berucap ketika hadir di majlis pelancaran program ini "Kami percaya dengan memberikan sokongan terhadap program seperti **WELCOME TO THE RAIL WORLD**, secara tidak langsung dapat membantu pihak kami mempromosikan destinasi pelancongan dari segi strategi promosi yang berbeza sejajar dengan gaya pelancongan dan memenuhi kehendak corak hidup rakyat masa kini seperti menerokai alam semulajadi yang merangkumi eco-pelancongan, kepelbagaian budaya, kerian bersama keluarga, mampu berbelanja mewah dan MICE (Meetings, Incentives, Conventions & Exhibitions)."

"Ia juga membantu kita fokus dalam mencapai apa yang dibentangkan oleh Perdana Menteri Malaysia, YAB Dato' Seri Mohamad Najib Tun Razak dalam Rancangan Malaysia ke-10, di mana kerajaan berhasrat memperbaiki kedudukannya supaya menjadi antara 10 negara teratas daripada segi pendapatan melalui sector pelancongan pada tahun 2015.. Sasaran kami ialah untuk meningkatkan sumbangan sektor industri ini sebanyak kepada 2.1 kali lebih tinggi daripada sebelum ini dan menraih pendapatan berjumlah RM115 billion serta menyediakan dua juta peluang pekerjaan dalam industri pelancongan pada 2015." tambah YB Dato' Sri Dr Ng Yen Yen.

"Ini merupakan rancangan pengembaraan yang sangat menakjubkan. Ia mengingatkan saya tentang betapa pentingnya perkara-perkara kecil di sekeliling kita. Kita haruslah bersyukur dan menghargai keindahan alam sekeliling serta keamanan yang terdapat di Negara ini", kata Ms. Lam Swee Kim, Pengurus Besar 8TV. Tambah beliau, "Banyak lagi perkara yang dapat diterokai di Malaysia. Saya pasti anda akan terhibur dan banyak perkara yang dapat anda pelajari di **WELCOME TO THE RAIL WORLD.**"

Program ini juga menawarkan hadiah-hadiah menarik melalui kuiz yang di keudarkan dalam salah sebuah segmennya. Penonton dikehendaki mencari kod

atau klu disepanjang program ini untuk mendapatkan jawapan yang betul. Penonton yang bertuah bakal memenangi hadiah-hadiah tajaan KTM dan Canon.

Jangan ketinggalan untuk menyaksikan diari pengembaraan ini bermula **21 Julai 2010**, setiap **Rabu** pada jam **9.30 malam**, atau ulangnya pada setiap Sabtu jam 11.30 pagi, secara eksklusif di 8TV atau di Astro menerusi saluran 708. Anda juga dapat menonton program ini dengan melayari laman sesawang rasmi 8TV www.8tv.com.my/railworld atau menerusi telefon bimbit dengan menaip m.8tv.com.

About Tourism Malaysia



The Tourist Development Corporation of Malaysia (TDC) was established on 10 August 1972 as an agency under the former Ministry of Trade and Industry by an Act of Parliament. With the inception of the Ministry of Culture, Arts and Tourism on 20 May 1987, TDC was moved to this new ministry; and became the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Popularly known as **Tourism Malaysia**, its full focus is on promoting Malaysia domestically and internationally.

"Marketing Malaysia as a destination of excellence and to make the tourism industry a major contributor to the socio-economic development of the nation."

Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination. We aim to showcase Malaysia's unique wonders, attractions and cultures; develop domestic tourism and enhance Malaysia's share of the market for meetings, incentives, conventions and exhibitions (MICE). Our ultimate goal is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and so increase Malaysia's tourism revenue. Tourism Malaysia aims to encourage tourism and its related industries in Malaysia. It is hoped that this would help promote new investments in the country, as well as provide increased employment opportunities. The growth of tourism would also contribute positively to the country's economic development and quality of life.

About Canon



Canon Marketing Malaysia Sdn. Bhd is a leading purveyor of cutting edge imaging and information technology solutions for the home and office environment.

Commencing its business operation 20 years ago in 1987, it employs more than 440 personnel who deliver products and support to Malaysian users via its direct presence and partner channels.

On 3 September 2004, Canon Marketing Malaysia launched its flagship store, the first in South East Asia, at Suria KLCC. Incorporating Canon's corporate theme, the 1,573 sq. ft. store features an open concept that allows the public to interact with Canon's various office and consumer products.

Following its success, Canon has opened three additional concepts stores located in Mid Valley Megamall, Kuala Lumpur, Gurney Plaza, Penang, and the Pavilion, Kuala Lumpur. Canon also has two digital 'Print & Sprint' centers located at the Putra World Trade Center, Kuala Lumpur and Damansara Jaya, Petaling Jaya.

Its innovation has resulted in a wide range of products, from analog and digital cameras, digital video cameras, calculators and scanners, personal family copiers, facsimiles, imageRUNNERS & colour imageRUNNERS, image PROGRAF (Large Format Printer), imagePRESS, business solutions – imageWARE (Document Manager, scan manager, publishing manager, gateway), laser beam printers, PIXMA Printers & Photo All-in-One printers, projectors, imageCLASS Laser All-in-One Printers to consumer supplies.

This equipment is available either directly from Canon offices, concept stores or its authorized dealers nationwide.

About 8TV



8TV is an interactive platform for audiences united by a common desire for authenticity and self-expression. It is a hot-bed of creativity featuring original, local and international entertainment wrapped in interactivity. 8TV began operations on January 8th 2004 and transmits free to the entire West Coast of Peninsular Malaysia and Kuantan on the UHF band. 8TV also transmits nationwide via Astro Channel 708. It has chalked up impressive achievements within only its first year of operations, successfully producing the highly-rated Malaysian Idol™ series and also winning several Asian-level industry awards for creative excellence.

Since its inception, 8TV has achieved many milestones in the broadcasting industry such as carrying the 'live' broadcast of the 'Grammy Awards' and the 'Academy Awards', winning the broadcast rights for 'UEFA Euro 2004', Formula 1 and A1 Grand Prix with sister company, TV3, as well as staging two very successful seasons of the much anticipated **Malaysian Idol™**.

Strengthening its mark in the local network, 8TV continues to produce well-received in house productions such as **Malaysia's Most Beautiful, I Wanna Be A Model** and the mother of all talent-search shows, **One In A Million**. Another hit amongst fans and viewers of 8TV is the **Summer Live Concert**, the annual Chinese concert that has attracted hundreds of thousands of fans featuring impressive line-up of international artists.

To add to the multiple winnings in the international and local creative awards scene such as the *Phoenix Awards*, *Promax/BDA Awards* and the *Anugerah Skrin*, 8TV recently secured themselves three international awards in two different categories at the *2009 Phoenix Awards* that was held in Singapore. In the *Opening Credits or Titles for TV Programme* category, Silver was awarded for work on the **Shout! Awards 2009** promo, while silver and a bronze were bagged in the *Campaign to Promote Feature Film or TV Series* category. In the *2008 Phoenix Awards*, 8TV won four awards in two different categories comprising of the *TV Promotional and Film Advertising/Promotion*.

At the *Promax Asia 2009 Awards*, 8TV carried home the Silver award for *Best Public Announcement* in its **Merdeka Rasa Sayang** ad, and was listed as the number 1 Choice for the Youth Market in the *Advertising & Marketing Magazine*. 8TV also won two awards including a Gold for **Project Superstar** interstitials and Silver for **The Sarah Connor Chronicles** interstitial at the *Promax/BDA Awards*.

Apart from that, 8TV won *Best Entertainment Show* for **Project SuperStar** and *Best Reality Show* for **So You Think You Can Dance** (season 2) in the *Anugerah Skrin 2008*. In the *Anugerah Skrin 2009*, 8TV was nominated in five categories including the *Best Reality Show*, *Best Entertainment Show*, *Best Documentary/Magazine*, *Best Musical Show* and *Best Serial Drama*. 8TV was also nominated for the *Best Direction* and *Best Drama Series* at the *2009 Asian TV awards*.

8TV programmes are available online (www.8tv.com.my) within 12 hours of the programme broadcast on TV. Online viewers can also enjoy web exclusives, including behind the scenes, audition clips, live online events, and video promos.

If you're always on the move, you can catch your favourite 8TV programmes on your mobile phone! Simply log on to mobile.8tv.com.my, click on 8TV for your favourite 8TV programmes .

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