

“FROZEN” SULTAN ABDUL SAMAD BUILDING IS THE STAR ATTRACTION AT THE 65th SAPPORO SNOW FESTIVAL, JAPAN



As white as snow: The Sultan Abdul Samad building stands majestic at the Sapporo Snow Festival in Hokkaido, Japan

SAPPORO, JAPAN, 5 FEBRUARY 2014: Kuala Lumpur’s magnificent and iconic Sultan Abdul Samad Building stands proudly as white as snow in Sapporo against an impressive backdrop of a modern city skyline. It’s all part and parcel of Malaysia’s participation in the 65th Sapporo Snow Festival in Hokkaido to promote Visit Malaysia Year 2014 to the Japanese market.

Endorsed by the Hokkaido Government to be the main sponsor of this year’s snow festival, Malaysia was presented with an ice sculpture of the majestic Sultan Abdul Samad Building yesterday.

On hand to accept the work of art was the Minister of Tourism and Culture, Dato’ Seri Mohamed Nazri Abdul Aziz, who thanked the Hokkaido Government for the honour and the Japan Self Defence Force for working tirelessly to produce the extraordinary ice sculpture.

“This historic building built in 1857, serves as Malaysia’s tourism and heritage showcase to the world. We will continue to conserve it as one of the country’s most prominent heritage buildings,” said Dato’ Seri Mohamed Nazri at the handing over ceremony.



Measuring 18 meters high, 28 meters wide and 20 meters deep, the Sultan Abdul Samad Building ice sculpture stands as a commanding structure at the festival which is expected to attract more than 2 million local and international visitors over the week-long event which opens today.

The Sapporo Snow Festival has been organised since 1950, and is supported by the City of Sapporo, Sapporo Tourist Association, Sapporo Board of Education and Sapporo Chamber of Commerce and Industry.

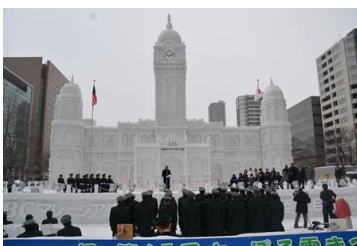
“We are truly pleased and honoured to be one of the main sponsors of the 2014 Sapporo Snow Festival and International Ice Sculpture Contest, along with Malaysia Airlines, our national carrier, as the co-sponsor. It goes in line with our aim to raise awareness of Visit Malaysia Year 2014 in the Japanese market and promote various events planned throughout the year.

“Through our participation, we hope to highlight Malaysia’s unique tourism offerings and position the country as a must-visit holiday destination for Japanese tourists,” continued Dato’ Seri Mohamed Nazri.

Besides the ice sculpture, Tourism Malaysia also has a booth at the festival where *teh tarik* and batik making demonstrators as well as cultural performances will entertain visitors. Tourism Malaysia is also participating in the Snow Sculpture Contest showcasing a sculpture of the proboscis monkey, the official mascot of Visit Malaysia Year 2014.

The Minister of Tourism and Culture is in Japan for a sales mission to promote Visit Malaysia Year 2014. The trip includes officiating taxi-wrap advertising campaign in Sapporo and Nagoya, hosting tourism trade and media reception events, as well as meeting with Japanese government officials to further enhance tourism cooperation.

Pictures:



Caption: YB Dato’ Seri Nazri delivers a speech to thank the Hokkaido Government for the presentation of the Sultan Abdul Samad ice sculpture at the Sapporo Snow Festival

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MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia celebrates its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 sees a series of year-long special events and activities. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
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