

MEDIA RELEASE

TOURISM MALAYSIA PARTICIPATES IN THE 1MALAYSIA INTERNATIONAL TOURISM NIGHT FLORAL PARADE 2011



Tourism Malaysia is taking part in the inaugural 1Malaysia International Tourism Night Floral Parade (1MITNF) held in conjunction with the Putrajaya Floria 2011 at Putrajaya Lakeside, Precinct 3 in Putrajaya from 9 till 17 July.

The theme for the 1Malaysia International Tourism Night Floral Parade 2011 is 'Magic of the Night'.

Tourism Malaysia's flower decorated and lighted boat has the PETRONAS Twin Towers as the main feature accompanied by various design elements that depict the exciting tourism products in Malaysia.

The tourism elements on the boat comprises:-

- 1Malaysia logo - Reflects the unity and harmony of Malaysians

- Cuti-Cuti 1Malaysia logo - The holiday campaign to encourage Malaysians to travel domestically
- Malaysia Truly Asia logo -Tourism Malaysia's overseas marketing and branding campaign to attract foreign tourists to Malaysia
- 1Malaysia Green, 1Malaysia Clean logo - A campaign by the Ministry of Tourism, Malaysia to engage the public and corporations to make Malaysia clean and attractive.
- PETRONAS Twin Towers - The 88-storey and 452-metre high twin towers is one of the major attractions in Kuala Lumpur
- Traditional house - Reflects the uniqueness of the Malaysian traditional houses in the villages
- Wau - A traditional kite that is popular among the people living in the East Coast
- Rafflesia flower - The biggest flower in the world and one of Malaysia's most well known icons of the tropical forest
- Hibiscus flower -The national flower of Malaysia
- Orang utan and the trees - Orang utan is one of the biggest attractions in Sabah and Sarawak
- A diver, fishes and corals - Reflect the many beautiful islands and rich marine life in Malaysia that are perfect for snorkeling and diving activities e.g. the islands of Sipadan, Tioman and Sibu.

The Tourism Malaysia boat sails along the Putrajaya Lake every night before it drops anchor for a static display at the end of each day.

Tourism Malaysia together with 14 other boats from the state governments (Melaka, Perlis, Terengganu, Perak, Johor, Pahang and Putrajaya), public and private organisations (AirAsia, Sunway Group, i-City, YTL Group and Resort World Genting) and foreign participants (Brunei and Cambodia) are vying for awards in four categories - Overall Best Boat, Most Creative Boat, Best Lighted Boat and Most Popular Boat.

1Malaysia International Tourism Night Floral Parade (1MITNF) 2011

The Ministry of Tourism, Malaysia is taking part in the Putrajaya Floria 2011 for the first time by organising the 1Malaysia International Tourism Night Floral Parade (1MITNF) 2011 from 9 till 17 July at Putrajaya Lakeside, Precinct 3 in Putrajaya.

The event was recently launched by the Minister of Tourism, Malaysia, Dato' Sri Dr. Ng Yen Yen at 8.50 pm on 9 July.

The 1MITNF 2011 activities include the night floral boats photography contest, fireworks display and musical and cultural group performances, to name a few. There are also 20 tourism related booths offering various tourism products and packages to the public.

For more information, please contact the Industry Development Division, Ministry of Tourism, Malaysia at 03-2693 7111 or email: info@motour.gov.my

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