



MEDIA RELEASE

1MALAYSIA BROTHERHOOD RIDE 2011: EXPLORING SARAWAK ON BIG BIKES

The 1Malaysia Brotherhood Ride 2011 is revving its way to Sarawak this year as part of Tourism Malaysia's effort to promote the country as a top biking destination. Themed 'Sarawak Head Hunter Ride', the programme is organised in time with the Rainforest World Music Festival and the launch of the Sarawak Contemporary Art Tourism 2011 Exhibition.

A group of international journalists from Indonesia, Italy, Kazakhstan, Russia and the United Kingdom, invited under Tourism Malaysia's Mega Familiarisation programme, will tour Sarawak on big bikes from 11 to 15 July 2011. Among the destinations that they are covering include Kuching, Samarahan, Sri Aman, Sarikei, Bintulu, Mulu and Miri.

YB Datuk Amar Abang Hj. Abdul Rahman Zohari, Minister in charge of Tourism and Heritage Sarawak, together with YBhg. Dato' Hj. Azizan Noordin, Acting Director General Tourism Malaysia, will flag off the riders today at 8am from Merdeka Palace and Suites Hotel, Kuching, Sarawak.

This year's programme aims to highlight Sarawak as an attractive biking destination in East Malaysia with its exotic culture and diverse attractions. The riders will visit the Similajau National Park in Bintulu and the Royal Mulu National Park, experience

village life at Santubong Homestay and learn about the Tidal Bore Festival in Sri Aman.

Co-organised by WTR, the 1Malaysia Brotherhood Ride 2011 is sponsored by Naza Automall, Penzoil, Malaysia Airlines, and Royal Mulu Resort.

BACKGROUND INFORMATION

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to offer participants a personal experience of what Malaysia has to offer to tourists. The exposure is also to heighten their awareness about tourist destinations, products and services in Malaysia in order to develop tour packages and generate publicity on the country as a preferred leisure and MICE destination.

The publicity and exposure gained, especially through the participation of foreign media in this programme has been very high. A total of 788 participants were hosted in 2010, generating a publicity value of RM37.5 million (USD 12.3 million). A total of 15 programmes were organised last year in conjunction with major festivals and tourism events.

For more information on the Mega Fam programme, please contact Mr Rohaiza Haris, Mega Fam Secretariat, Tel: +603 2615 8188; Fax: +603 2693 8299 or E-mail: megafamsecretariat@tourism.gov.my

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