

Press Release

**FOR IMMEDIATE RELEASE**  
**June 20, 2014**

**Tourism Malaysia Launches Sweepstakes in Partnership with YEO's Featuring a Grand Prize Trip to Malaysia**

LOS ANGELES – Tourism Malaysia has partnered with Yeo's, an authentic Malaysian food product company to launch a travel sweepstakes. To enter, participants simply visit [vmy2014withyeos.com](http://vmy2014withyeos.com) and fill out the short entry form, no purchase necessary.

Two grand prize winners will enjoy a four night vacation package for two to Malaysia, which includes roundtrip airfare, ground transportation, accommodations in Kuala Lumpur and a comprehensive city tour. In addition to the grand prize, participants are also eligible to win monthly cash prizes of \$200, \$100 and \$50. The sweepstakes runs through October 31st 2014 and is open to all United States residents 18 years and older.

YEO's soymilk and Chrysanthemum tea have been branded specifically for the sweepstakes. The packaging includes specific details about contest entry and prizes. YEO's products are sold in many national supermarkets, ethnic supermarkets and online.

The sweepstakes website also features visitor information and an array of travel packages to Malaysia. The packages range from quick three-day city tours to inclusive 11-day excursions.

Azilina Azni Zainal Abidin, Vice President Western USA for Tourism Malaysia stated, "Tourism Malaysia is happy to collaborate with YEO's in promoting Visit Malaysia Year 2014. The winners of the contest will get to explore authentic and unique Malaysian hospitality. Our multicultural population offers tourists a rich and memorable experience."

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For more information, please contact Lauren Halley at [lhalley@saeshe.com](mailto:lhalley@saeshe.com).

**Malaysia Tourism Promotion Board or Tourism Malaysia** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination and aims to showcase Malaysia's unique wonders, attractions and cultures. This year Malaysia celebrates its fourth Visit Malaysia Year (VMY) with the theme "Celebrating 1Malaysia Truly Asia."