Press Release

FOR IMMEDIATE RELEASE
February 20, 2015

Tourism Malaysia brings the “Year of Festivals” to the L.A. Travel and Adventure Show

LOS ANGELES – Tourism Malaysia will be participating in the Los Angeles Travel & Adventure Show at the Long Beac Convention Center February 21st-22nd. The Adventure Show is the number one travel show series in the United States. Th show brings together destinations, travel experts, speakers and cultural entertainment to create an authentic and inspirin travel environment.

Tourism Malaysia will be hosting cultural performances and demonstrations in booth 809 throughout the two-day event. The i booth activities are just a taste of what Tourism Malaysia has in store for “2015 Year of Festivals.” Tourism Malaysia will b highlighting the diverse cultures that call Malaysia home with a jam-packed 2015 calendar that includes colorful festival shopping extravaganzas, internationally acclaimed events, eco-tourism events, art, music and culinary adventures.

For those who are interested in learning about travel opportunities to Malaysia, there is no better resource than the experts Tourism Malaysia. Come and experience the Malaysian culture and try the national drink of Malaysia—Teh Tarik. This “pulle tea” drink combines black tea with condensed milk. To thoroughly mix the drink and create a frothy top the drink is poure back and forth between two containers.

Tourism Malaysia invites everyone to come by and experience the warm Malaysian hospitality at booth 809 and the Glob Beats Stage.

Saturday
Cultural performance at the Global Beats Stage: 11:30 am
Teh Tarik Demonstration and Sampling in booth 809: 12:30 pm, 2:30 pm
Cultural activities in booth 809: 1:00 pm and 3:00 pm

Sunday
Cultural activities in booth 809: 11:00 am, 1:30 pm and 3:00 pm
Teh Tarik Demonstration and Sampling in booth 809: 12:30 pm and 2:30 pm
Cultural performance at the Global Beats Stage: 12:00 pm

Event Information:
Long Beach Convention Center
300 East Ocean Boulevard
Long Beach, CA 90802 Halls A/B/C
February 21st-22nd
10:00 am- 5:00 pm

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For more information, please contact Lauren Halley at 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.*

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