

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 Beach Convention Center February 21st-22nd. The Adventure Show is the number one travel show series in the United States. The show brings together destinations, travel experts, speakers and cultural entertainment to create an authentic and inspiring travel environment.

Tourism Malaysia will be hosting cultural performances and demonstrations in booth 809 throughout the two-day event. The booth activities are just a taste of what Tourism Malaysia has in store for “2015 Year of Festivals.” Tourism Malaysia will be highlighting the diverse cultures that call Malaysia home with a jam-packed 2015 calendar that includes colorful festivals, 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 at Tourism Malaysia. Come and experience the Malaysian culture and try the national drink of Malaysia—Teh Tarik. This “pulled tea” drink combines black tea with condensed milk. To thoroughly mix the drink and create a frothy top the drink is poured back and forth between two containers.

Tourism Malaysia invites everyone to come by and experience the warm Malaysian hospitality at booth 809 and the Global 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](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.*