Press Release

FOR IMMEDIATE RELEASE
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Malaysia's Minister of Tourism and Culture,
Visits North America to Launch *Visit Malaysia Year 2014*

Los Angeles, CA – Malaysia's newly appointed Minister of Tourism and Culture, the Honorable Dato' Seri Mohamed Naz Abdul Aziz, revealed plans for the Visit Malaysia Year 2014 (VMY2014) campaign during his 9-day North American tour whic included stops in Los Angeles, Vancouver and New York.

Highlights of the trip included the Minister's announcement of the Proboscis Monkey as the official mascot of VMY2014. Th animal, which is found only in the jungles of Borneo, is a strong and unique symbol of the Malaysian government's recognitio and commitment to nature, and part of their wildlife conservatory initiatives in 2014.

He was also pleased to promote upcoming attractions and openings in Malaysia, including the LEGOLAND® Water Par which will open on October 21, 2013 adjacent to the LEGOLAND Malaysia theme park. The opening of the water park is th second part of the LEGOLAND Malaysia Resort project, which will be completed when the third piece, the hotel, makes i debut.

The tour ended in New York City with the launch of a digital billboard in the heart of Times Square, a first for Touris Malaysia.

Visitors can look forward to a year of festivities and celebrations, all offering a kaleidoscope of colors and thrills to capture th true essence of Malaysia. An extensive line-up of over 200 world-class events, including 50 cultural events, to celebra VMY2014 are being finalized to excite American and Canadian tourists to visit Malaysia.

VMY2014 is a global campaign that will be heavily promoted in key markets. The campaign aims to attract 28 million tourists the country next year, in efforts to reach their target of 36 million tourist arrivals by the year 2020 as outlined in their Malays Tourism Transformation Plan 2020.

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Malaysia Tourism Promotion Board *or* ***Tourism Malaysia*** *is an agency under the Ministry of Tourisr & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding touri destination and aims to showcase Malaysia's unique wonders, attractions and cultures. In 2014, Malaysi will celebrate its fourth Visit Malaysia Year (VMY) with the theme "Celebrating 1Malaysia Truly Asia The VMY 2014 promotional campaign has started this year with a series of year-long special events an activities leading to VMY 2014.*

For more information, please contact Odalys Flores at oflores@saeshe.com.

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