Press Release

FOR IMMEDIATE RELEASE
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Matt Harding, YouTube’s Viral Travel Sensation, Dances with Malaysia’s Natives in Sarawak

NEW YORK – Matt Harding, the viral Internet dance and travel sensation of “Where the Hell is Matt,” released a new video partnership with the United States Tour Operators Association (USTOA) showcasing iconic destinations around the worl including Malaysia’s Sarawak Cultural Village in Kuching.

The minute long video conveys the wonder of discovery and the joy of new travel experiences. Harding logged 70,000 mile from his home in Seattle over three months to dance in nine destinations that also included Australia, Alaska, Tanzani Korea, Chile, France, Ireland and New York’s Coney Island.

In the video, Harding dances with a group of local natives at Malaysia’s award-winning Sarawak Cultural Village. Known a the “Living Museum,” it sprawls across 17 acres at the foothills of Mount Santubong, minutes away from Kuching. Built preserve and showcase Sarawak’s cultural heritage, it is the perfect place for visitors to get introduced to the culture ar customs of Malaysian Borneo’s tribes.

There are about 150 people living in the village, demonstrating traditional daily activities from Sarawak's diverse tribes, lik sago processing and handicrafts. They wear traditional costumes and perform dances for visitors, making it an ideal locatio for Harding’s travel and dance video.

Harding’s appearance in Malaysia was coordinated in partnership with USTOA member General Tours World Traveler ar Tourism Malaysia.

To view the Harding’s newest video and learn more about Malaysia and the USTOA, visit www.ustoa.com/dancingwithmatt

To learn more about the Sarawak Cultural Village, please visit www.scv.com.my. To learn more about Sarawak as a touris destination, please visit the Sarawak Tourism Board’s website at www.sarawaktourism.com.

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Matt Harding of “Where the Hell is Matt” with tribal dancers at the Sarawak Cultural Village in Sarawak, Kuching.

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