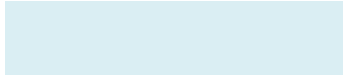




MINISTRY OF TOURISM AND CULTURE
MALAYSIA



MALAYSIA YEAR OF FESTIVALS 2015 (MYFEST 2015): PROBOSCIS MONKEY MASCOT NAME CONTEST

Putrajaya, 27 September 2014 – To kick off the activities for next year’s Malaysia Year of Festivals 2015, known as MyFest 2015, the Ministry of Tourism and Culture Malaysia is organising a contest to select a worthy name for the official mascot, the Proboscis Monkey.

MyFest 2015 carries on the momentum of Visit Malaysia Year 2014 and is intended to give visitors a magical holiday experience and invite them to participate in the various festivals celebrated by Malaysia’s colourful multiracial communities, as well as the other colourful events that are help to promote the country’s rich treasure trove of attractions.

The Proboscis Monkey is the official mascot of Visit Malaysia Year 2014 and with the upcoming MyFest 2015, it is again designated as the official mascot. An endangered species that is a truly ecological treasure and native to the heartland of Borneo (East Malaysia), the Proboscis Monkey possesses some of the most unique qualities that set its biological and physical features apart from other primates. The selection of the Proboscis Monkey is apt for MyFest 2015 as it represents Malaysia's rich biodiversity, fascinating wildlife, rainforest conservation and environmental sustainability efforts.

The Proboscis Monkey Mascot Name Contest runs from 1 – 27 October 2014 and offers a Grand Prize of RM5,000 cash as well as exciting consolation prizes to the top 11 winners who suggest the best names for the mascot.

Malaysians are encouraged to participate in the contest to share their ideas and show their support for this campaign. You can do this by visiting <http://www.vmy2014.com/> from 1 October 2014 onwards to click the contest link.

The contest is organised in two rounds.

- For the first round, contest entries may be submitted from 1 October 2014 till 12 midnight on 13 October 2014. Judges will review the submitted entries and select the most worthy 11 names for the second round of the contest which involves public voting via Facebook.
- In the second round, the selected names will be posted on <https://www.facebook.com/VisitMsiaYear2014> on 15 October 2014. The 11 contestants who have qualified for this second round are encouraged to repost their submissions on their own Facebook pages to encourage more Likes for their proposed name. These will constitute 50% of the judgement, together with another 50% to be determined by the panel of judges in determining the Grand Prize Winner.

Results of the contest will be announced the following month and a prize giving ceremony will be arranged to present the RM5,000 Grand Prize to the deserving winner.

For more information of the contest, please leave a message at <https://www.facebook.com/VisitMsiaYear2014>.

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For more information, please visit www.vmy2014.com or <https://www.facebook.com/VisitMsiaYear2014> today.