



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **PENANG HOSTS CHINESE NEW YEAR TOURISM CELEBRATION**

**PUTRAJAYA, 13 February 2017:** In conjunction with Chinese New Year, Tourism Malaysia will be organising a special celebration of the auspicious festival in Penang. The Tourism Chinese New Year Celebration will be held in Jalan Padang Kota Lama, Georgetown, Penang on 24 February, from 8pm to 10pm.

The event, which is expected to attract 10,000 people, will be hosted by Dato' (Dr) Siew Ka Wei, Chairman of Tourism Malaysia and graced by the Minister of Tourism and Culture Malaysia Dato' Seri Nazri Abdul Aziz and the Chief Minister of Penang Lim Guan Eng.

Foreign tourists and locals alike are all invited to the event where they'll get to witness the rich cultural heritage of the Chinese community in the country, cultural dance performances, and enjoy local food.

The Tourism Chinese New Year Celebration aims to foster unity, understanding, and goodwill among the various ethnic communities in the country, in line with the spirit of 1Malaysia. In addition, the celebration also aims to boost domestic tourism and encourage Malaysians to travel locally for their holidays.

Penang is the perfect venue to host the celebration as about 45% of its 1.6 million population are Chinese. Penang is also a well-known food paradise and a major tourist destination for its beautiful beaches, nature, and historical heritage. In 2008, its capital George Town, was inscribed as a UNESCO World Heritage Site.

**ENDS**

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, placing it among the major tourism destinations of the world.

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