



PRESS RELEASE

FOR IMMEDIATE RELEASE

**#SayangMalaysia CAMPAIGN
2017 TOURISM PROMOTION
PHOTOGRAPHY AND SHORT VIDEO COMPETITION
ON SOCIAL MEDIA**

PUTRAJAYA, 12 December 2016 – The Ministry of Tourism and Culture Malaysia will be organising a photography and short video competition on social media with the sub-theme **#MyCuisine** from **1 January 2017 to 28 February 2017**.

To enter, participants need to submit a creative photo or short video related to the uniqueness and diversity of the food and beverage of Malaysia's multicultural society via Instagram or Facebook.

For the short video competition, participants need to upload a 30- to 60-second short video on Instagram with the hashtags **#SayangMalaysia** and **#MyCuisine**.

The competition offers various attractive prizes for the top three winners and five consolation prizes, which include domestic flight tickets, accommodation at popular domestic destinations, theme park tickets, shopping vouchers, and many more.

The competition is organised in conjunction with **#SayangMalaysia** Campaign by the Ministry of Tourism and Culture Malaysia in line with its effort to make Malaysia a premier tourist destination and to encourage both domestic and international tourists to use social media to share all their beautiful and unique holiday experiences in Malaysia.

During the **#Sayang Malaysia** Campaign, the public will get the chance to participate in six photography and short video competitions throughout 2017 under six sub-themes, which are as follows:

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|------|-----------------------|------------------------|
| i. | #MyCuisine | - January to February |
| ii. | #MyDestination | - March to April |
| iii. | #MyCulture | - May to June |
| iv. | #MySports | - July to August |
| v. | #MyEvent | - September to October |
| vi. | #MyFamilyFun | - November to December |

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my



For further details on the competition, please visit the official portal of the Ministry of Tourism and Culture Malaysia at www.motac.gov.my/sayangmalaysia

#SayangMalaysia Campaign is an initiative under Malaysia's National Blue Ocean Strategy (NBOS) between Government Departments/Agencies and the private sector, including the Ministry of Communications and Multimedia Malaysia, National Service Training Department, iM4U, Non-Government Organisations (NGOs), and tourism industry players.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and 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.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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