



MEDIA RELEASE

FLORA PARADE 2008

The highlight of Flora Fest 2008, the Flora Parade, will take place on 26 July 2008 at Dataran Bandaraya, Johor Bahru, Johor.

Some 17 floral-decorated floats from state governments, local authorities, private organisations and foreign participants will compete for awards in six categories – Premier Trophy, Theme Trophy, Creative Trophy, Parade Special Trophy, Special Jury Trophy and International Jury Award. This year's theme is "Colours of Harmony."

To add excitement to the event, the parade will be interspersed with marching bands and street performances.

After the parade, visitors can view the floats at an air-conditioned tent from 26 to 28 July at Danga Bay, Johor Bahru. Apart from viewing the floats, visitors may also buy flowers, gardening and landscaping items, handicrafts and other agricultural products at the Flowers Bazaar located at the same venue.

Visitors are advised to take free shuttle buses which are specially provided for the event. The pick up points are at City Square (at the back), Plaza Angsana, the Persada/Puteri Pacific area, Larkin Stadium, the Johor Bahru City Council Stadium, Danga City Mall, and hotels throughout the city (Selesa, New York, Mutiara, Crystal Crown, The Zon, Grand Bluewave, Naza and Suria City).

Backgrounder

Flora Fest 2008 is the second edition of the Malaysia Flora Fest following the successful Flora Fest 2007, originally held in conjunction with the Visit Malaysia Year 2007. However, the event is not new to Malaysia as the first floral parade began way back in 1991. This year's Flora Fest, themed Colours of Harmony, however, promises to be more dazzling than ever.

Flora Fest 2008 offers a myriad of activities comprising Flora Photography Competition, Flora Photography Exhibition & Prize Giving, Flora Workshop, Florathon, Flora Design Arrangement/Decoration Competition and Flora Parade.

Flora Photography Competition - 1 March – 7 June 2008

Photography enthusiasts participated in the competition themed 'Colours of Harmony' to win attractive prizes. The competition was divided into three categories:-

- i) Floral
- ii) Fauna
- iii) Landscape

Flora Photography Exhibition & Prize Giving – 28 June – 14 July 2008

A total of 200 of the best photographs were displayed at the central concourse in Berjaya Times Square shopping complex, Kuala Lumpur, along with 31 paintings selected by Balai Seni Lukis Negara. The Deputy Minister of Tourism Malaysia, YB Dato Sulaiman Abdul Rahman Taib attended the prize-giving ceremony which was held on 28 June at the Berjaya Times Square.

Flora Workshop - 18 – 20 July 2008

A three-day workshop at Saloma Bistro & Theatre in Jalan Ampang, Kuala Lumpur, will teach participants about bonsai shaping, the art of contemporary flower arrangement and folk art painting and decorating. The workshop is open to the public.

Florathon (Flora Run) - 20 July 2008

Participants are required to take a brisk 3km walk wearing floral themed costumes at the Botanical Gardens in Ayer Keroh, Malacca, on 20 July. The Florathon itself will be divided into 2 main categories; the Florathon and the *Bunga Raya Waiter's Race*.

The Florathon has seven categories, i.e. Junior Men, Junior Women (participants under 18 years of age), Men, Women (participants over 18 years of age), Tourist (Men), Tourist (Women) and Team Participants which are open categories.

The *Bunga Raya Waiter's Race* is separated into male and female categories. The race is open to hotel employees, restaurant and café employees, as well as hospitality students from public and private institutions of higher learning. The race requires them to dress in creative ensembles and balance a tray of water-filled glasses throughout the course.

Flora Design Arrangement/Decoration Competition - 31 July - 3 August 2008

For one week, hotels and shopping centres will creatively decorate their lobbies and foyers using Malaysian flowers.

Evaluations for the best-decorated premise will be carried out a week before the Flora Parade.

Malaysia has almost 8,000 species of flowers. Among them are hibiscus, Rafflesia, frangipani, orchids, fuschia, lady's slipper, dandelion and

rhododendrons. About 70% of local cut flowers are exported to overseas markets such as Thailand, Japan and Singapore.

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