

PRESS STATEMENT

INTERNATIONAL HOT AIR BALLOON FIESTA BACK IN PUTRAJAYA

PUTRAJAYA, 8 February 2011 – One of the most awaited events in Putrajaya is due to make a comeback on the 17th until the 20th of March 2011.

A launch ceremony was held at Dewan Seri Melati near Kompleks Perbadanan Putrajaya this morning. The launch was officiated by Datuk Raja Nong Chik Raja Zainal Abidin, Federal Territories And Urban Wellbeing Minister who also announced the ministry's full support of the event during the launch. Tan Sri Samsudin Osman, President of Perbadanan Putrajaya, was also present at the ceremony.

The event will feature more than 20 balloonists from 13 countries, including Belgium, Switzerland, The Netherlands, USA, Japan, Hong Kong, Germany, UK, Thailand, Vietnam, India, France and of course Malaysia.

The hot air balloons will “take off” at Monumen Alaf Baru and are allowed to fly at a height of not more than 1,000 feet and 5km radius from the “take off” site due to the close proximity to the Kuala Lumpur International Airport.

Chairman of the 3rd Putrajaya International Hot Air Balloon Fiesta 2011, Encik Khairudin Abd Rani said that, “We believe that echoing the success of the first two events held, the spectators anticipated to attend the fiesta would go beyond the 250 thousand figure.”

“This time around, there would be more activities for the spectators that attend the fiesta. Our objective is to create a multi racial / cultural event that promotes unity, with the theme: 1 WORLD, 1 MALAYSIA, 1 FIESTA. ,” he elaborated.

In line with our Prime Minister's 1MALAYSIA campaign, the fiesta would be the perfect avenue in promoting unity. As proven in the inaugural fiesta, it could be seen that the fiesta attracts everyone regardless of their nationality, race, age, gender and profession. 1 WORLD: balloonists from around the world will be participating in the fiesta, also we hope to attract international tourists into Malaysia. 1 MALAYSIA: fans or spectators from around Malaysia, regardless of race. 1 FIESTA: hot air balloons being the highlight of the event, there will also be many activities and entertainment that is conducive for all.

There would be five hot air balloons specifically to offer tethered rides for the public. The tethered rides are available two sessions a day, from 8am to 11am and 6pm till 9pm. Other activities for the public include helicopter rides, water ball and sphere rides and children competitions.

Co-organized by the Malaysian Sport Aviation Federation (MSAF) and AKA Balloon Sdn Bhd, the four-day event will also showcase other flying events featuring para-motor, remote control planes and helicopters, aero models and professional / stunt kite flying.

The highlight of the event would be on Saturday, 19 March where the nightglow display would be held and followed by a fireworks display. The balloons are set up at sunset in the launch area, and are inflated as if they are going to take off. But instead of being allowed to ascend, they are held down by the ground crew. The propane burners are ignited periodically to keep the balloons inflated with hot air. Since the event occurs in the dark, the balloons glow like huge light bulbs, giving a spectacular display for the audience.

The inaugural and second fiestas which were held in March 2009 and 2010 were estimated to have attracted 150 thousand and 250 thousand spectators respectively.

The 3rd Putrajaya International Hot Air Balloon Fiesta 2011, to be held at the car park area of the Monumen Alaf Baru at Presinct 2, shall be open to the public between 7am and 9pm. For more information, please log on www.myballoonfiesta.com, call the secretariat at 03-7981 8769 / 03-7981 8712; join the official Facebook group “myballoonfiesta” or follow us on twitter.

About MSAF:

The Malaysian Sport Aviation Federation (MSAF) was formed on 31st May 2003 after discussion between Malaysian Industry-Government Group for High Technologies (MIGHT) and the Department of Civil Aviation Malaysia (DCA) to be a govern body to all sports aviation activities in Malaysia.

The membership of MSAF is open to all associations, clubs and companies registered in Malaysia who directly or indirectly involve in sports aviation activities.

The MSAF is registered with the Federation Aeronauticale Internationale (FAI), the world body for sports aviation activities.

About AKA Balloon:

Aka Balloon Sdn Bhd is Malaysia's pioneer commercial Hot Air Balloon company operating more than 15 years. Our track record include the 1st Putrajaya International Hot Air Balloon Fiesta 2009, New Straits Times Balloon Meet in June 1995, the first ever Penang to Mainland Hot Air Balloon Race, and an appearance at the Langkawi International Air Show.

AKA Balloon has the expertise to operate an aerial promotion programme specific to our client's needs.

AKA Balloon is not just limited to operating balloons in Malaysia and Asian countries. As part of the Cameron/Thunder & Colt ballooning dealership network, AKA Balloon is able to utilize balloonist from all over the world and also sell customized shape hot air

balloons for corporate and/or public organisations (Cameron Balloons/Thunder & Colt group, is the largest balloon dealership network in the world)

AKA Balloon have also participated in various international Hot Air Balloon Meets; namely: Pattaya International Hot Air Balloon Fiesta; Philippine Balloon Fiesta ; South Korea Balloon Meet ; Austrian Alps Meet; Bristol Balloon Meet; Bavarian Balloon Meet, Germany.

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