



PRESS STATEMENT

For Immediate Release

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KUALA LUMPUR GRAND PRIX CITY 2014 – THE HEAT IS BACK!

Kuala Lumpur 20th March 2014 – As the KL Grand Prix City festival season approaches, YBhg. Datuk Hj Mhd. Amin Nordin, Director General of Kuala Lumpur City Hall today announces a string of excitements taking place in the city during the one week festival. This year, the F1 race enthusiasts coming to Kuala Lumpur for the Formula One Petronas Malaysia Grand Prix 2014 in March will not only enjoy the world’s hottest race but they will get to experience a series of exciting events staged in Kuala Lumpur.

Also attending the press conference; Tuan ACP Rusli Mohd Noor, Traffic Chief Kuala Lumpur, YBhg. Datuk Normah Malik, Deputy Director General, KL City Hall, Dato Razlan Razali, CEO of Sepang International Circuit, Dr. Amerjet Singh, Director for Corporate Communication, Ministry of Tourism, Puan Anita Azrina Abdul Aziz, General Manager of Petronas Motosports, En Fathil Hisham Amir Yassin, Head of Exhibition, ICEP and Mr Yeap Chong Wei, General Manager for WWF.

“This year, we are very fortune to get many business partners, government agencies and NGO; come forward and stage many world class standard events in the city. The one week long Kuala Lumpur Grand Prix City festival will feature international open air concerts, race-theme events, F1 racing exhibitions, Motorsports demo run, awareness on environmental sustainability program, world class sports awards event, international congress, exclusive parties, fashion extravaganzas, dining and great shopping experience leading up to race day on the 30th March 2014”, said Datuk Hj Amin, Director General for Kuala Lumpur City Hall. *“The city will not only be hosting many events*

within this festival week but we will also be hosting thousands of visitors, media members, business people coming from all over the world, within that one week period. And I therefore request the full support of KL-ites, business people, service providers including hotel staffs, taxi drivers, retails and restaurant outlets and other front liners; to showcase the best of our Malaysian hospitality to our visitors”, added Datuk Hj. Amin.

The list of spectacular events line up includes:

23rd March – Petronas Motorsports Demo Run

1.30 pm – 5.30pm @ Jalan Ampang

The KL Grand Prix City festival will kick off with a showcase of Petronas Motorsports Demo Run on 23rd March along Jalan Ampang. For the first time ever, Mercedes AMG Petronas Formula One Team drivers Nico Rosberg and Lewis Hamilton will participate, as well as the Mercedes DTM Team from Germany. Spectators will be entertained by Military Tattoo, Malaysian Club Prix, Asia Road Racing Championship, Mercedes AMG taxi rides and meet-the fans session by Formula One Drivers. No entrance fees.

Notice on road closure on 23rd March: *Jalan Ampang (Maya Hotel to Inter-Continental Hotel) between 4am and 10pm. Jalan P.Ramlee (Jalan Ampang to Menara TA/Jalan Pinang) will be closed between 00am and 11pm.*

25th – 28th March 2014

Offshore Technology Conference Asia (OTC Asia)

The city will welcome 15,000 engineers, technicians, executives, operators, scientists, and managers from all fields in the offshore exploration and production industry representing more than 50 countries attending the Offshore Technology Conference Asia (OTC Asia) at Kuala Lumpur Convention Center. This mega conference will showcase state-of the-art technology for offshore drilling, exploration, production and environmental protection.

26th March 2014

15th Laures World Sports Awards

Kuala Lumpur is the first city in South East Asia to stage the 2014 Laureus World Sports Awards, the premier honours event in the international sporting calendar. This globally televised Awards Ceremony, will be attended by living legends of sport, celebrates the achievements of the greatest sportsmen and sportswomen each year.

Guests attending the Awards Ceremony have included His Majesty King Juan Carlos of Spain, HSH Prince Albert of Monaco, David and Victoria Beckham, Sean Connery, Michael Douglas and Catherine Zeta-Jones, Morgan Freeman, Teri Hatcher, Eva Longoria, Gwyneth Paltrow, Kevin

Spacey, Jamie Foxx and Benedict Cumberbatch. The Awards Ceremony, which is attended by many of the greatest names in sport, past and present, and broadcast to a worldwide TV audience, will take place on the evening of Wednesday, March 26 at Istana Budaya.

27th March

SapuraKencana Petroleum Malaysia Grand Prix Gala Dinner & Concert

This prestigious Grand Prix Gala Dinner opens its concert free to public featuring David Foster and friends. Concert starts from 8.30pm till midnight.

28th & 29th March

Twin Towers @live 2014

5.30pm till midnight

The Twin Towers @live is set to entertain local and tourists crowd. This international open air music concert will be held at the iconic Twin Towers of KL and is open to public for free. On 28th March, the concert will feature Lifehouse, Craig David and Christina Aguilera and for concert on 29th March it will feature Sam Dowden, Rick Astley and Korean superstar, Rain.

Notice: Partial road closure of Jalan Ampang is expected. LRT and Monorail will extend its services until 2am.

29th March

60+ Earth Hour at 8.30pm, Twin Towers @live

On 29th March at 8.30pm, the Mayor of Kuala Lumpur will light out the Petronas Twin Towers as a symbolic support to create awareness on environmental sustainability under the Earth Hour campaign. This global iconic landmark with 88 floors on both towers, has committed to go dark for one hour, and @live Concert will switch to 'glow in the dark performances' to celebrate the Earth Hour.

2014 will be the 2nd year for Kuala Lumpur joining over 7,000 cities around the world in this event and Kuala Lumpur City Hall will continue to coordinate in getting more KL-ites and business community to support the Earth Hour. **Under I WILL, IF YOU WILL Earth Hour 2014 campaign, the Mayor have declared his commitment to ride his bicycle to work for 5 days if at least 150 buildings in KL committed to switching off the non-essential lights for an hour, on 29th March at 8.30pm.**

In 2013, the Mayor, Datuk Seri Ahmad Phesal Talib made a pledge to cycle to work for 1 day if 50 buildings turn off their lights for 1 hour to support the Earth Hour. A total of 86 buildings supported the Mayor challenge.

27th – 30th March 2014

5th International Shoes Festival, PWTC

This is a three day festival of shoes featuring over 50 brands and more than 200 booths offering a one-stop shoes shopping experience at PWTC with the latest 2014 collections by local designers to renowned international brands and up to 70% discounts on selected items.

Another regular feature of the Kuala Lumpur Grand Prix City is the **Malaysian Grand Prix Sale** happening from 15th March until 6th April 2014 where shopping malls hold great discounts. Check out Avenue K at KLCC – a new retail destination for mid-range fashion, food and lifestyle.

28th – 30th March, 2014 Formula 1 Petronas Malaysia Grand Prix, Sepang

Back to the race track at Sepang, the tickets for the world class racing event are as low as RM80 making Sepang International Circuit, which first hosted this prestigious race in 1999, as one the most affordable venue in the Formula 1 calendar. Main Grandstand tickets, which provide excellent viewing at vantage points, are priced from as low as RM340. And, immediately after the F1 race podium ceremony, spectators will be entertained by a well-known DJ, Calvin Harris, performing for first time in Malaysia.

“In anticipation of huge influx of tourists, international celebrities, F1 drivers and spectators, congress delegates, media members, many events and concerts; we expect the city traffic will be heavy and there will be some road closure, and I urge all KL-ites to plan their journey or to use the public transportation if they are planning to attend any of the events in the city centre” said Datuk Hj Amin. *“And on 29th March at 8.30pm; to all building owners – the Mayor is requesting you to join him and support this year’s Earth Hour by switching off the non-essential lights for at least 1 hour, and let’s keep our city clean at all time’*, added him.

Visit Kuala Lumpur’s hottest season and you can look forward to a world class sporting event that offers spectacular Formula One race action and great weekend festival at the 11th edition of KL Grand Prix City 2014. For more information contact Noraza Yusof, Head of Tourism of Kuala Lumpur City Hall at 013-3399915 or email: norazayusof@gmail.com

ISSUED BY:

Kuala Lumpur City Hall

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