

**King Launches 'Colours Of 1Malaysia' At Dataran Merdeka  
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KUALA LUMPUR, May 25 (Bernama) -- Yang di-Pertuan Agong Tuanku Abdul Halim Mu'adzam Shah Saturday night launched the 'Colours of 1Malaysia 2013', an annual tourism promotion programme showcasing Malaysia's cultural cornucopia.

Accompanying the King to the carnival held for the 15th time at Dataran Merdeka here themed, 'Visit Malaysia Year 2014 - Celebrating 1Malaysia Truly Asia' and organised by the Tourism and Culture ministry, was Raja Permaisuri Agong Tuanku Hajah Haminah.

Tourism and Culture Minister Datuk Seri Mohamed Nazri Aziz was among 100,000 Malaysians and foreign visitors who witnessed the colourful, dazzling presentation.

Altogether, 6,700 participants comprising members of Malaysian associations, industry activists, students from public and private higher learning institutions as well as other youth groups were involved in the programme which started at 5pm.

Two-hundred-and fifty-eight 'MegaFam' participants comprising media practitioners and travel writers from 24 countries including Cambodia, Indonesia, Vietnam, China, Hong Kong, Japan, Canada, Saudi Arabia and New Zealand were also invited to witness and cover the event.

The programme was broadcast live on Radio Televisyen Malaysia (RTM), MyTourismTV.com and TrulyAsiaTV.com, with the opening address by Mohamed Nazri before the launch by Tuanku Abdul Halim.

The programme consisted of 15 segments including eco-tourism, homestay, sports tourism, shopping, heritage and 'Magic of the Night'.

Among the highlights tonight were the Colours of 1Malaysia drumbeat by 500 participants besides a parade float of 200 Porsche cars and a 'Mega Endang' traditional dance performance.

After the launch, the participants marched 1.5km from Jalan Raja through Jalan Raja Laut and Jalan Isfahan to Jalan Tuanku Abdul Rahman.

The event ended with a fireworks display as the King and Queen left the arena.

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