

Kuala Lumpur Extravaganza Press Conference in Singapore.

Singapore 26th December, 2013

Car Free Morning in Kuala Lumpur.

The busiest roads in Kuala Lumpur, JalanTuanku Abdul Rahman and Jalan Raja Laut beginning 5th January, 2014 and thereafter for every first Sunday of the month will be closed to traffic for the Car Free Morning Program which was announced by the Mayor of Kuala Lumpur, Datuk Seri Haji Ahmad Phesal Haji Talib, on Christmas eve.



Tourism Malaysia Singapore Launching KL Xtra

KL Mayor, Datuk Seri Ahmad PhesalTalib, said it was part of City Hall's move to promote a greener city and reduce global warming.

For that the launching of the program will take place on the first Sunday of January, 2014 with a lap of honor covering the route which will start from Jalan Raja Laut and covers Jalan Sultan Ismail, Jalan Ampang, Jalan P. Ramlee, Jalan Pinang, Jalan Raja Chulan, Jalan Imbi, Jalan Sultan Ismail, Jalan Tuanku Abdul Rahman and back to Jalan Raja Laut.

The programme, called "Go Green Car Free Morning", would see cyclists, joggers, skateboarders and roller bladders taking to the streets from 7.30 am to 8.00 am for the lap of honor and thereafter a closed loop covering Jalan Raja Laut into Jalan Semarang into Jalan Tuanku Abdul Rahman and into Jalan Parlimen back to Jalan Raja Laut.

"We are planning to do it every first Sunday of each month with the hope that people will get the chance to enjoy the city, and at the same time, show support for environmental conservation" added Datuk Seri Haji Ahmad Phesal bin Haji Talib.

At a program in the Tourism Malaysia Singapore office, Datuk Naim Mohamad said "The Programme is part of the Kuala Lumpur Extravaganza (KL Xtra) festival, to be held on the first Sunday of the new year in conjunction with Visit Malaysia Year 2014.

"KL Xtra is an all-day long festival to promote cultural and recreational tourism in the city, which is a transit for tourists visiting Malaysia," Naim said, adding that a series of culture and arts activities would be held in shopping complexes here.

KL Xtra is a collaboration between City Hall, Tourism Malaysia and the Malaysian National Cycling Federation.

It is sponsored by Bank Rakyat, Malindo Air, Legoland Malaysia, Harley-Davidson, WarisanAdvertising, Polygon and Cycling Malaysia magazine.

Among the activities planned were cultural shows and colouring contests at KompleksKraf in JalanConlay, musical jam sessions at Sungei Wang Walk, fancy dress Masquerade event at Starhill Gallery, extreme sports near Lot 10 and busking performances in Suria KLCC and Berjaya Times Square.

"The programme is expected to attract up to 300,000 visitors to KL's Golden Triangle. "It also will create better revenue for hotel operators and retailers. At the same time, it will benefit visitors with great discounts offered by the shops and malls" said Naim.

Naim also added that there will be special incentives for Singaporeans who registered for the event through the portal Asia Tourism Alliance dot Com. The lucky participants apart from having a chance to win return tickets from Malindo Air which covers tickets to Bali, Kota Kinabalu, Kuching, Langkawi and Penang from Kuala Lumpur, they will also have a chance to win lucky draws for Legoland tickets.

In commending the KL Mayor's decision Naim said that "Our Kuala Lumpur Mayor might not be Santa Clause, but on the eve of Christmas Day, he brought presents for the children of Malaysia".

His gift of agreeing to free the busiest streets of Kuala Lumpur for four hours a month for 12 months from vehicles is a bold step of a journey of thousand miles.

To balance the rapid development of a city of a developing nation and at the same time to safe its ecosystem is not an easy task. It needs wisdom and courage.

By having a car free morning monthly, the first step is being taken. Carbon emissions is reduced. Greenhouse effect is reduced, global warming in some way is also reduced. With the effort in planting trees in the city. The temperature is compensated to cool of the heat

and also provide the oxygen required by the habitats. Abnormal weather conditions can be avoided and also flooding controlled. This is only the first step, when there is acceptance and support, than more can be done. This evolution will be successful as compared to a quick fix or revolutionary methods.

Lately the world has been struck by seismic climate change, typhoon haiyan, snow in the middle east and even the recent worst flood in Malaysia's east coast should be ample notice to the human kind to look after their earth. In a small way, we are practising and implementing what our Prime Minister Dato Sri Najib had declared that Malaysia will reduce its carbon dioxide emission by 40% by the year 2020 compared to 2005 levels subject to assistance from the developed countries.

Going green, going car free, increase public transportation is the way forward to preserve mother earth and we are blessed that we together had taken the first step. My dream at long last had come through and soon we hope to have car free days, an upgrade from the car free mornings. We want Malaysians to be xtra aware and take xtra care of their surroundings and xtra conscious of their childrens future. This is what KL Xtra is all about.

The briefing at the Tourism Malaysia office in Singapore is presided by MsRubiahTul' AdwiyahHjMdYusof, Deputy Director Tourism Malaysia Singapore, Mr MohdNadzri bin Moin and Marketing Manager PutrieRozanaSoraya. In attendance is Mr Kho Sze Min, President and Chief Executive Officer Asia Tourism Alliance.Com