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The Launching Ceremony of Visit Perak Year 2024 x New Year 2024 Countdown Celebration

Silverlakes Village Outlet, Batu Gajah, December 19, 2023 – The State Government through Tourism Perak is set to organize the Visit Perak Year 2024 Launch Ceremony x New Year 2024 Countdown Celebration scheduled from December 30, 2023, to January 1, 2024, at Silverlakes Village Outlet, Batu Gajah.

Various captivating activities have been planned to enhance this celebration, including Perak Bike Week 2023, the Finale of Perak Travel Fair, Wayang Pacak, Musikustika and Popstarz Competitions, Tourism Quiz, Sharing Sessions, and the VPY Fun Run. Over 20,000 visitors are expected to attend this three-day celebration.

Silverlakes Village Outlet was chosen as the venue for this event in conjunction with its emergence as a prominent new tourism product in Perak. Its emergence is expected to further boost the tourism and hospitality industry in Perak, thereby stimulating the local economy, especially for residents in the Batu Gajah, Kampar, and Central Perak areas.

Moreover, 50 entrepreneurs and small traders will participate in this celebration, offering various sales of food, beverages, accessories, reflexology, and more.

The Visit Perak Year 2024 Launch Ceremony will be graced by the Chief Minister of Perak Darul Ridzuan, YAB Dato' Seri Saarani Bin Mohamad, accompanied by esteemed guests, department representatives, and tourism-related associations. Among other highlights, the Chief Minister will introduce the new tourism mascot named 'KOPITA', inspired by the term pulled coffee (*'kopi tarik'*), which will complement the previous mascot 'KOPIRO'.

Meanwhile, Tourism Perak has established strategic partnerships with local companies such as Perak FC, Chek Hup, Grab, Canon, Cactus, and HOVID (Ho Yan Hor) to promote tourism products across their respective social media platforms. This initiative aims to enhance awareness of the Visit Perak Year 2024 brand among customers and potentially save the State Government up to RM5 million.

In addition to such programs, Tourism Perak has curated a list of over 100 tourism events for the year 2024 involving district and state levels, under the tagline '**Promising Perak**', to further invigorate the spirit of making Visit Perak Year 2024 a success.

For more information on the events throughout Visit Perak 2024, visit Tourism Perak's social media platforms on Facebook, Instagram, TikTok, or their website at: <https://tourismperakmalaysia.com>.

Prepared by,

EVENT UNIT

Tourism Services Division (TSD)

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