

## READMALAYSIA'11 TO INCULCATE THE HABIT OF READING AMONGST MALAYSIANS

The reading habits of Malaysians have improved in recent years thanks to the efforts of the government carrying out various initiatives and campaigns, but surveys show that there is still room for improvement. According to literacy statistics, Malaysians read about 8 to 12 books annually while most others preferred light reading materials such as newspapers and magazines.

In light of this, the MINES Event Management team has developed a successful annual event to encourage better reading habits among the nation. Targeted to all Malaysians, **READMALAYSIA'11** is back for its third consecutive year during the second term school holidays from 27 May – 5 June 2011 at Malaysia International Exhibition & Convention Centre (MIECC), MINES Resort City, Seri Kembangan, Selangor.

This mega book fair is catered not only to young kids and adults but also to young adults and University students. People from all walks of life can relate to the importance of reading and knowledge needed in order to be successful in life.

This year's edition also boasts the participation of several respected authorities in this field, such as the co-partnership with Dewan Bahasa Dan Pustaka and endorsement by the Ministry of Education, Ministry of Higher Education and Ministry of Information Communication and Culture.

READMALAYSIA 's ambassadors, none other than the adorable Upin and Ipin, will once again make appearances at this event. Catch these famous local twins live on the 27 May and 5 June 2011.

This year, **READMALAYSIA'11** offers a wide range of educational, fictional and general books as well as comics, stationeries, e-learning products in Malay, Chinese and English languages, befitting to the concept of 1Malaysia.

The number of exhibitors have increased to 500 booths this year compared 400 last year featuring many noted names in the industry such as Borders, Gramedia Bookstores, PTS Publication, Cite Publication, Green Fiction Publication, KL Commercial, Eu Ee (M) Sdn Bhd, National Library, Dewan Bahasa & Pustaka and many others. This 10-day event is also expected to attract more than 400,000 visitors compared to 346,000 last year.

This book fair is designed to be interactive and full of excitement with school performances, a variety of contests (*Colouring, Spelling, English Story Telling, Drama Script Reading, etc*), book launching, informative talks and seminars and many other features and attractions.

Many notable guests are also set to appear at the fair to participate in various activities for visitors. Among them are an interactive session with Dr Syed Mustaphar, Malaysia's very own Astronaut, My Favourite Read session with Dato Lee Chong Wei, Datuk Nicol Ann David & Puan Wardina Safiyyah and Brain Mastery by Ken Chee. Also not to be missed are My Little Chocolatier workshop, a mesmerizing cosplay competition and the latest Bandai Gundum display and competition.

Other exciting activities in store include a bee line of Chinese speakers, Liu Xuan, Ma Jia Hui, Fan Yi Shun, Billy, Zhang Hong Yu, Ling Lan, Su Hei, Lin Bo Yong- from Taiwan, China and Hong Kong as well as local author who will be here during the READ MALAYSIA 2011, sharing insights on education, health, food, fashion and a new book launch event.

Lots of discounts, promotions and freebie giveaways await visitors at this event. This is indeed a place where knowledge never stops.

Another event, The Chocolate Fair, is also taking place simultaneously at the lobby of MIECC to compliment **READMALAYSIA'11**. Visitors can enjoy their favourite indulgence while enjoying the rest of the festivities at this event.

To make **READMALAYSIA'11** more accessible to the public, Mines International Exhibition And Convention Centre (MIECC) is also providing free shuttle bus services from Bukit Jalil LRT station and Serdang KTM station to MIECC. For more information of this event, please log on to [www.readmalaysia.my](http://www.readmalaysia.my).

Opening hours is from 11.00am till 10.00 daily. Admission is free!

For more information, please contact MINES Event Management, Mr Ryan Mok at 03-8949 5566 / 017- 270 1722, or fax to 03-8945 2155, or email to or log on to [www.readmalaysia.my](http://www.readmalaysia.my).

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