

## MEDIA RELEASE

### MUSIC FESTIVAL TO TAKE THE LOCAL MUSIC SCENE BY STORM

KUALA LUMPUR – A new concept of music festival is expected to take the local music scene by storm this November when well-known artistes that have been lined up for this illustrious event will perform at a 10-day jam-packed music extravaganza aptly named **Live & Loud KL 07**.

Touted as the largest, most sensational and longest running music festival in South East Asia - **Live & Loud KL 07** is expected to bring out a screaming horde of fans when they converge in harmonic fusion for the first time ever in the Klang Valley.

It will start from 23 November to 2 December, where each passing day greets festival-goers with a solid 60 to 90 minutes live music play of different genre, different theme, different repertoire, different venue and most definitely different uber-stars.

While most music festivals are targeted at teenagers, **Live & Loud KL 07** is unique as the event is organised for all age groups. Divided into three different categories – Main Events, Thematic and Fringe Events, **Live & Loud KL 07** will be a truly amazing sensory experience for music aficionados as they indulge in the sight and sounds of famous celebrities - international, regional and also local.

Music enthusiasts can choose to go with friends or family members for the Main Events – Chinese All Stars, Turn on the Pop and the World Music, Heritage & Culture; or enjoy the Thematic Events which encompass Best of 80s, Acoustic, R&B and Jazz.

Big names who have been lined for this mega event include Whitney Houston, Elliott Yamin, James Taylor Quartet and Shaggy for Turn on the Pop; Mint Condition and K-Ci & Jojo for R&B; and James Morrison for Acoustic. There will also be an exclusive Dinner Show featuring the five-time Grammy Award winner, Dionne Warwick.

**Live & Loud KL 07** will kick off with dynamic performances from Chinese All Stars on 25 November 2007, featuring A-Mei, Michael Wong, Fish Leong, among others. Bask in a night full of ballad songs as the stars belt out a succession of what will be the most memorable evening.

There will also be an exclusive dinner show with Dionne Warwick to be held at Shangri-La Hotel, Kuala Lumpur. Live music performances under the Main and Thematic Events will be held at Bukit Kiara Equestrian Park and Stadium Negara respectively while Jazz will be at the Zouk.

It will also offer fun days of entertainment for the whole family as the event will be held during school holidays. Besides that, **Live & Loud KL 07** gives festival-goers a chance to explore the art and commerce of the music industry, which comprises of Fringe Events themed as Music Cube, Visuals, Raw on Stage and Club as well as Seminars and Workshops.

The Music Cube is a kiosk-like cube where everyone can learn more about **Live & Loud KL 07**. Decked with computer terminals, one can search for more information about the shows, the artistes, the venues, the Seminars and Workshops, and even download stuff to one's mobile and handheld. They are located in prominent spots within the Klang Valley with operating hours in tandem with its location.

The Music Cube's partner-in-crime – the Visual, will showcase information about artistes who will be performing along with specially autographed limited edition memorabilia. Both the Music Cube and Visual will be located at several strategic indoor and outdoor venues within the Klang Valley and these include Cineleisure, Shangri-La Hotel, KL Sentral, among others.

Under Raw on Stage, the underground stars from Malaysia and the rest of the world will be able to showcase their performances - a step in helping these musicians launch their careers and for record labels to rope in new talents. Finally, the Club complements the Raw on Stage where heart-thumping electronic tunes will set one's feet on fire with hot guest DJs from local and abroad take to the tables in Zouk and other hot clubs.

This mega event is organised by Live & Loud Sdn Bhd and is endorsed by the Ministry of Tourism, Malaysia in conjunction with Visit Malaysia Year. It is expected to arouse the interest of international visitors and make them aware that Malaysia has risen to be a premiere destination of choice for music and entertainment-based tourism. At the same time, it will also put Malaysia on the map as the centre of arts, culture and music in this part of the world.

Individual tickets for all the shows, including season passes, starting from as low as RM80, have been made available from 15 October 2007. For the family-based event World Music, Heritage & Culture, parents who intend to bring four of their children aged below 12 years old can enjoy free admission for the children. The fifth child onwards will only be charged RM10 each. All tickets are available in selected outlets throughout the Klang Valley, and can be purchased online through the official website [www.lnlkl.com](http://www.lnlkl.com).