

**MEDIA RELEASE****KLANG VALLEY TO PLAY HOST TO THE LARGEST, MOST SENSATIONAL AND LONGEST RUNNING MUSIC EVENT IN SOUTH EAST ASIA**

KUALA LUMPUR, 27 September 2007 – LIVE & LOUD KL 07 - the largest, most sensational and longest running music festival in South East Asia - 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.

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, the LIVE & LOUD KL 07 will be a truly amazing sensory experience for music aficionados of all ages 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 – *Turn on the Pop* and the *World Music, Heritage and Culture* night; or enjoy the Thematic Events which encompass *Retro Nite, Acoustic Show* and *R&B Night*.

Some of the big names that have been lined up for this mega event include Whitney Houston, Elliott Yamin and Shaggy for *Turn on the Pop*; Mint Condition and K-Ci & Jojo for the *R&B Night*; and James Morrison for the *Acoustic Show*. There will also be an exclusive corporate dinner show featuring the five-time Grammy Award winner, Dionne Warwick.

To be held from 23 November to 2 December 2007 at several hot and happening venues around town, the 10-day jam-packed music extravaganza - with each passing day greets festival-goers with a different genre, a different repertoire, a different venue and most definitely different superstars with more than 45 hours of live music.

It also offers 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 Fringe Events themed as Cube, Visuals, Raw and Club as well as Seminars and Workshops.

The main venues of the Fringe Events will be at several strategic indoor venues within the Klang Valley while the live music performances - Main and Thematic Events will be held at Bukit Kiara and Stadium Negara respectively. Meanwhile, the exclusive corporate dinner show with Dionne Warwick will be held at Shangri-La Hotel, Kuala Lumpur.

Tickets will be available from mid-October 2007 onwards and the prices range from RM100 to RM500 for each individual night under the Main or Thematic Events. Music

enthusiasts who want to enjoy the two Main Events (*Turn on the Pop* and the *World Music, Heritage and Culture* night) without bursting their budget can purchase the limited season pass at an affordable price.

This mega event is organised by Live & Loud Sdn Bhd and endorsed by the Ministry of Tourism, Malaysia. It is expected to create interests among the international visitors and make them realise that Malaysia has arrived as the premiere destination of choice for music and entertainment-based tourism. At the same time, it will also put Malaysia as the centre of arts, culture and music in this part of the world.

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**For more information, please contact Ida Chong at [ida@lnkl.com](mailto:ida@lnkl.com).**

## **ARTISTS LISTS**

**Some of the LIVE & LOUD KL 07 performing artists:**

- Dionne Warwick
- Whitney Houston
- Elliot Yamin
- Shaggy
- K-Ci & Jojo
- Kool and the Gang
- James Ingram
- James Morrison
- Mark Douglas
- Lil' G of Silk
- Mint Condition
- Rick Price
- James Taylor Quartet
- Maliq & D' Essentials
- Tompi
- Adibah Noor
- Jaclyn Victor
- Anuar Zain
- Camellia
- Hannah Tan
- Nikki
- Noryn Aziz
- Azan (Ruffedge)
- Lah (VE)
- Mode

## **FRINGE EVENTS**

### **CUBE**

An kiosk-like cube where everyone can learn more about LIVE & LOUD KL 07. Decked with computer terminals, you can search for more information about the shows, the artists, the venues, the workshops and seminars, and even download stuff to your mobiles and handhelds. Located in prominent spots within the Klang Valley from 23 -29 November, operating hours will be in tandem with its location.

### **VISUAL**

The Cube's partner-in-crime, these visuals will showcase information about artists who will be performing along with specially autographed limited edition memorabilia. Bring your camera along as this will be a spot you can definitely go trigger-happy at.

#### Location of Cube and Visual

Major venues:

- Eye on Malaysia
- Cineleisure
- KL Sentral
- KLIA, etc

### **RAW**

The underground stars from Malaysia and the rest of the world will emerge, giving us showcase performances. A step in helping these musicians launch their careers and for record labels to rope in new talents. For those bathroom stars, this does not really mean you can do it too. It will be staged at the Zouk in Kuala Lumpur.

### **CLUB**

Bring out the bling and turn up the heat as hot guest DJs take to the tables at Klang Valley's hottest clubs and this heart-thumping electronic tunes will have you jumping till your feet start begging for mercy.