

**FOR IMMEDIATE RELEASE**

**GEORGE TOWN FESTIVAL 2019: A FESTIVAL FOR EVERYONE**

**George Town, Malaysia, 18 January 2019:** George Town Festival returns this year for its tenth edition, with a programme line-up that aims to make arts accessible to all, regardless of age or background while encouraging development of the arts, promoting local artists and enriching the cultural environment of Penang. During this period of time, George Town will become a hub full of excitement and entertainment with both free and ticketed shows available to the visitors.

Being inaugurated in 2010 under the umbrella of George Town World Heritage Incorporated, George Town Festival aims to celebrate George Town as a UNESCO World Heritage Site and its Outstanding Universal Values, as well as to showcase the diversity of our cultures and heritage.

Embracing the theme “A Festival for Everyone” this year, it is hoped that everyone can find a piece of work which is relatable to themselves at George Town Festival 2019. The Festival will be managed and curated by TLM Event with a huge amount of visual art, theatre, music, dance, film, photography and more being stuffed into 16 days to ensure that there is something for everyone.

In his speech, Penang Tourism Development, Heritage, Culture and Arts Committee Chairman YB Yeoh Soon Hin said that George Town Festival is a festival for all especially for the people of Penang, with new incentives and mechanisms introduced to increase the benefits of the Festival for the local people from all walks of life.

“Among the initiatives we are introducing is ensuring that 70% of the Festival’s events are free-to-attend events so everyone will have the chance to participate in the Festival. We will provide an international platform for local artists and promote these talents to the world by ensuring at least 40% of the Festival programming are from the locals.

“We will also organise capacity building workshops to promote interactions between the visiting international performers with the local artists, students and communities. We are trying our best to maximise the economic benefits from George Town Festival for Penangites by engaging at least 60% of the vendors and suppliers of the event from Penang,” he said.

Meanwhile, George Town World Heritage Incorporated General Manager Dr Ang Ming Chee quoted Dato’ Maimunah Mohd Sharif, the first General Manager of George Town World Heritage Incorporated (2010-2011), about the planning for the Festival that aimed to actively engage the people living in the World Heritage Site.

“The Festival was to be a catalyst for creating a sustainable and liveable city. In Dato’ Maimunah’s interview with the media (Penang Economic Monthly, June 2010), she had mentioned her KPI for George Town Festival was ‘to improve the quality of life for the people who live here, as the more connected the residents are to the city, the more they would want to be involved and own the programme’,” said Dr Ang.

The managing director of TLM Event, Jack Wong introduced in his speech that the weekdays on the fortnight will as well be packed with various forms of artistic activities to celebrate the blossom of arts from across the globe. On top of that, visitors can expect

outdoor events which are open for free to members of the public from all walks of life, in line with the theme of George Town Festival 2019.

George Town Festival 2019 was pleased to announce the call for proposals online to uncover and meet local and international artists in support of arts, cultures and heritage in Penang. Local artists, either locally-based or internationally-based who possess ideas which embrace the theme are much welcomed to submit your proposals to showcase your outstanding works at the Festival.

For more information, visit [www.georgetownfestival.com](http://www.georgetownfestival.com) or follow George Town Festival on Facebook (George Town Festival), Twitter (GT\_Festival) and Instagram (georgetownfestival) for the latest updates.

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**About George Town Festival**

In an effort to commemorate the inscription of George Town as a UNESCO World Heritage Site, a fine idea to organise George Town Festival came across. Being inaugurated in 2010, this Festival aims to promote arts, cultures and heritage in Penang. The annual George Town Festival is endorsed by the Penang State Government with the full support by Municipal Council of Penang Island, George Town World Heritage Incorporated and Penang Global Tourism in celebration of local and international works of art.

George Town Festival as well serves as a leading art platform in the region for both local and international artists to connect which could grant them an opportunity for further collaboration to bolster the arts communities from local and international alike. The Festival is committed to promoting the beauty of arts, cultures and heritage to all as a not-to-be-missed major arts event.

Returns for its tenth edition in 2019, a whole new way of experiencing arts would be brought forward with the management and curation by TLM Event. This year, George Town Festival embodies the idea of making arts accessible to all, regardless of age or background. A vast amount of visual art, theatre, music, dance, film, photography and more will be stuffed into 16 days for all to feast their senses. From traditional auditoriums to halls, shophouse walls, historic buildings, cafes and *kopitiams* (traditional coffee shops), the Festival will see world-class performances, installations and collaborations such as thought-provoking artistic activities, intimate talks, interactive sharing sessions and more to make sure that there is something for everyone.