

12 March 2021

PRESS STATEMENT

by DR ANG MING CHEE

General Manager, George Town World Heritage Incorporated

**George Town Heritage Celebrations 2021 Marks 13th Anniversary of George Town's
UNESCO World Heritage Site Inscription**

1. The much-anticipated George Town Heritage Celebrations returns with a twist this year, with an opportunity for more people to be part of this annual occasion.
2. Held to mark the 13th anniversary of George Town's inscription as a UNESCO World Heritage Site, this year's Celebrations will feature three initiatives that will run from 15 March 2021 to 31 July 2021.
3. The three initiatives under the Celebrations are:
 - a. **7/7 Heritage Day Sales Campaign (1 April 2021 - 31 July 2021)**
 - The 7/7 Heritage Day Sales Campaign aims to promote products from George Town and Penang to a wider market in conjunction with the George Town World Heritage Day on 7 July 2021.
 - All participating business partners will be authorised to display GTWHI's Heritage logo from 1 July to 31 July 2021.
 - This is a proactive approach by GTWHI to promote the George Town World Heritage Day and enhance collaboration with the private sector.
 - **Businesses providing services or selling products in Penang** are invited to register with GTWHI from **1 April to 31 July 2021**.
 - For more information on this campaign, please contact Mr Vick Quah (vick@gtwhi.com.my, 016-561 3523).
 - b. **#GeorgeTownHeritage Photo Contest (1 May 2021 - 30 July 2021)**
 - The #GeorgeTownHeritage Photo Contest aims to raise awareness on the diversity of George Town's cultural heritage through photographs and stories from the public.
 - It is open to everyone who loves George Town. This contest is also open internationally.
 - Participants stand a chance to win **Kaki Lima board games worth RM168 each**, as well as limited edition GTWHI merchandise including notebooks, postcards and tote bags.
 - They need to submit a photograph about George Town's cultural heritage and describe the picture in not more than 50 words, including the date, occasion and location. The caption can be written in English or in vernacular languages (with English translation).
 - The photographs and descriptions are to be emailed to info@gtwhi.com.my from **1 May to 30 July 2021**. They will then be published on the GTWHI Facebook page (@gtwhi).

- GTWHI will select 10 winners with the most likes at the end of each month (May, June and July 2021) throughout the contest period. GTWHI will also choose the 10 most inspiring photographs at the end of the contest.
- The prizes will be sent to the winners by post. All shipping costs will be borne by GTWHI.
- For more information on this contest, please contact Ms Chan Suat Ai (suatai@gtwhi.com.my, 016-491 5839).

c. Request for Proposal for Mini-Documentary Film Production on Penang Cultural Heritage in the New Normal (15 March 2021 - 30 April 2021)

- Creative individuals and teams (Malaysians based in Penang) are invited to submit proposals to produce 15 to 20-minute mini-documentary films **highlighting the adaptations of cultural heritage practices in Penang during the COVID-19 pandemic.**
- The film shall capture the issues and challenges faced by cultural practitioners in Penang and highlight their adaptations in continuing the practice of their cultural heritage in the New Normal. For sample topics, please refer to the ‘Community-Based Intangible Cultural Heritage Inventorying in George Town (Malaysia)’ document at:
<https://gtwhi.com.my/wp-content/uploads/2020/04/GTWHI-CBI-2019-Project-Report.pdf>
- The budget for the mini-documentary film production is RM10,000 per film.
- Proposals must be submitted in both Microsoft Word and PDF formats via email to info@gtwhi.com.my by **30 April 2021 (Friday), 5pm** with the email subject line: RFP Submission for Penang Cultural Heritage in the New Normal.
- The Request For Proposal (RFP) document can be downloaded for free at www.gtwhi.com.my/gthc2021.
- For more information on this RFP, please email Mr Tieh Kok Yang (kokyang@gtwhi.com.my, 019-415 2112) by 23 April 2021, 12pm.

4. For more information, please visit <http://gtwhi.com.my/gthc2021/>, email info@gtwhi.com.my, or contact Ms Josephine Jalleh (017-446 5366).

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For media enquiries, please contact:

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