



PRESS STATEMENT

For Immediate Release

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KL GRAND PRIX CITY 2011 – THE HEAT IS ON!

Kuala Lumpur – The F1 race enthusiasts coming to Kuala Lumpur for the Formula One Petronas Malaysia Grand Prix 2011 in April will not only get to see the world’s hottest race but they will also experience the city’s hottest event – KL Grand Prix City 2011.

The **8th edition of Kuala Lumpur Grand Prix City** will feature concerts, race-theme events, F1 racing exhibitions, street racing show car run, exclusive parties, fashion extravaganzas, dining and great shopping experience leading up to race day on the 10th April 2011.

And for the first time, KL Grand Prix City is proud to announce the 1st International Mega Concert – **“Twin Towers @live 2011”**. This international open air mega music concert will be held at the iconic Twin Towers of KL and is open to public for 2 nights on 8th and 9th April 2011 from 6pm to 1am and it is absolutely FREE! Special seating area will be made available for F1 Petronas Malaysia Grand Prix grandstand ticket holders.

The performance at the **Twin Towers @live 2011** on 8th April includes American rock band - **Hoobastank** best known for their hits “The Reason” and “Crawling in the Dark”. On 9th April the line-up will include **Colby O’ Donis** – a grammy nominated pop and R&B singer-songwriter, guitarist, producer and actor. **Earth, Wind and Fire Experience** will wrap the **Twin Towers @live 2011** and their last song will be synchronized with a spectacular fireworks display. Malaysian hot artists including Yuna, The Azenders, Bunkface, Mizz Nina and Joe Flizzow will showcase their acts

at this free concert as well. Also performing in KL on 10th April at Putra World Trade Centre is **Bruno Mars** – the recent winner of the Grammy Award for Best Male Pop Performance.

For the fashion followers, The **STYLO Fashion Grand Prix** with the theme ‘Fashion Theatre’, will run from the 2nd to the 10th of April and will feature fashion shows, fashion awards, fashion ball and fashion grand prix themed parties. All events are taking place at an historical building within an older part of the city. More fashion shows will be staged at the Pavilion Pitstop including the **Spring Summer MaxMara Red Carpet Fashion Showcase** on 3rd April.

Variety of stylish shoes will be on display including **Rihanna’s Stuart Weitzman Swarovski Boot Display** from 1st to 30th April at the Pavilion KL in celebration of the International Shoe Festival. Adorned with over 22,000 Swarovski clear crystal stones, this boot is Stuart Weitzman’s unique take on fashion footwear hot trend, the thigh-high boot. Each stone was set by hand, which took over 200 hours of labour. The first pair created was displayed in the Stuart Weitzman Awards Suite and worn by music superstar and fashion icon Rihanna at the 2010 Academy Awards.

Another regular feature of the Kuala Lumpur Grand Prix City is the **Malaysian Grand Prix Sale** happening now till the 15th of April 2011. For a month, enjoy great savings up to 70% discount on almost everything all over KL. Spend & Win contests at selected malls offer exciting prizes, F1 tickets, invitation to the red carpet fashion shows and even business class tickets to Italy to the winners. Check out the latest mall at Bukit Bintang – “Fahrenheit 88” a new leading retail destination for mid-range fashion, food and lifestyle.

Formula One enthusiast in the city will feel the heat of F1 even before the race day. At the **Red Bull Speed Street KL on 3rd April at 3pm**, the Red Bull team driver will drive an F1 car up the iconic shopping strip of Jalan Bukit Bintang to give a unique opportunity for visitors to experience the energy of F1 in the heart of the city. Catch the special appearance by Team Lotus drivers, Heikki Kovalainen and Jarno Trulli and the F1 cars of the team, on display from 4th to 10th April and another appearance by Williams F1 drivers on 6th April at 5pm at the Pavilion KL. At Fahrenheit 88 shoppers can view the F1 cars of the Mercedes GP Petronas team and take photos at the winner podium to feel the adrenaline of the race.

Back to the race track at Sepang, tickets for the 13th Formula One Petronas Malaysia Grand Prix 2011 start at just USD25 (*the cheapest F1 tickets as compared to any other Formula 1 venues around the world*) and fans will get to enjoy the hottest race of the year and the F1 post-race excitements at the circuit’s Helipad area.

The F1 post-race concert would start immediately after the F1 race podium ceremony with a fashion show by STYLO and featuring the finalists of Malaysia's **Ford Model Search Supermodel** of the World. It would then be followed by a top local artist before Korean superstar; **Rain** would take the centre stage.

Born to the name Jun-Ji Hoon, Rain is a multi-talented artist whose musical career included seven albums. In 2004, he won the KBS excellence award in acting for his role in a drama series Full House, which is screened outside Korea. He acted in American films Speed Racer in 2008 and Ninja Assassin in 2009 and is the first Korean to win an MTV award. Rain would be bringing his own dance team and fans can expect a sensational show by the pop star. The F1 post-race event is free for those holding grandstand tickets and spectators with hill stand ticket just need to top up another RM138 (USD55).

Visit Kuala Lumpur's hottest season and you can look forward to a world class sporting event that offers spectacular Formula One race action and great weekend festival at the 8th edition of KL Grand Prix City 2011. For more information contact Noraza Yusuf of Kuala Lumpur City Hall or email: norazayusof@gmail.com

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