
31 December 2013

Celebrate 2014 With A Bang At AMBANG 2014 PUTRAJAYA.


For the ninth time, AmBank Group is pleased to announce that it is organising its annual year end celebration. The AMBANG 2014 PUTRAJAYA will begin at 8.30 p.m. on 31 December 2013 at Dataran Putrajaya, Precinct 3, Putrajaya which is located opposite the Palace of Justice. The concert spectacular this year, which is being presented in collaboration with Perbadanan Putrajaya, has been organised by the Group since 2003.

Held for the second consecutive year in Putrajaya, AMBANG 2014 PUTRAJAYA will also be broadcast live on NTV7 tonight from 10.30 p.m. till 1.00 a.m. with live streaming on www.ntv7.com.my/ambang2014.

Tan Sri Azman Hashim, Chairman, AmBank Group said, "The ultimate objective of the AMBANG 2014 PUTRAJAYA concert is to support the spirit of unity or 'muhibbah' amongst all Malaysians irrespective of race and religion in Putrajaya, Kuala Lumpur and also throughout the country including visitors and foreign workers. This concert is also AmBank Group's way of showing appreciation for all the support that we've received from all our customers over the years."

The AMBANG 2014 PUTRAJAYA concert will feature an exciting and varied line-up of artistes in what promises to be a highly energetic and dynamic evening. The evening's lineup of star performers will include Dato' M. Nasir, Dato' Hattan, Dato' Jamal Abdillah, Ella, Soo Wincci, Rabbit Mac and Mista G. Also adding zest to the festive evening will be Sweet Charity, Amy Search and Hujan.

Tan Sri Azman added, "The concept for AMBANG 2014 PUTRAJAYA is multi-racial – with a very muhibah and 1Malaysia concept. Hence all revellers will be able to enjoy Malay, English, Chinese and Indian songs from the artistes mentioned, and cultural dances from



the Sazlan Dancers. The celebration this year will also include a performance by the Malaysian Drum Symphony as well as from the singing and dance group The Singing Shop. Kombo Perbadanan Putrajaya will also be a part of the exciting concert experience.”

On the very same night, Putrajaya will be transformed into a spectacular canvas of light, when the inaugural Putrajaya Lighting Festival 2013 takes over the city after dark starting at 7.00 p.m. till 1.00 a.m., happening at Perbadanan Putrajaya Complex to celebrate the start of 2014. The majestic buildings and beautiful landscaping of Putrajaya will be illuminated with brilliant light, showcasing light as the basis for both creative artistic work and innovative technology. One of the top attractions that brightly shines in the crisp evening sky is the Digital Interactive Park accompanied by musical performances and light projections onto structures.

Tan Sri Azman Hashim will also be delivering a personal new year greeting on NTV7, TV3, 8TV and TV9 from 27 December 2013 – 6 January 2014 and a thank you message via HotFM and FlyFM radio from 1 - 7 January 2014. Additionally, there will be a specially produced “Happy New Year from AmBank Group” advertisement that will be aired on the same TV channels from 21 – 31 December 2013. The ads feature the talents of AmBank Group staff. There will also be re-runs of the celebration on tonton.com.my for a duration of one month.

At the stroke of midnight, audiences in and around Putrajaya, and nationwide (via NTV7), will be treated to a spectacular 10-minute fireworks display at the venue.

The concert is expected to draw at least half a million people from all walks of life at Dataran Putrajaya and will be one of the key events to usher in the new year in Malaysia.

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