



MEDIA RELEASE

EXPERIENCE MALAYSIA HEALTHCARE, EMBRACE MALAYSIAN HOSPITALITY

Malaysia Healthcare unveils #sharemylove

13 FEBRUARY 2017: Malaysia Healthcare announced today that for its ongoing Malaysia Loves You campaign, 2017 will carry the theme Share My Love #sharemylove (SML). Love, care, compassion and warmth reflect the very essence of Malaysian Hospitality, hence the theme, "Share My Love". Emphasising on that theme, this year's campaign kicks off with a beautiful collaboration with seven up-and-coming local artists. Each artist has produced a piece of art on canvas using the colours of the rainbow, incorporating the symbol of the heart.

In the spirit of promoting harmony and unity, "Share My Love" aims to carry further the message of "Malaysia Loves You" and spread the word that Malaysians are truly warm and friendly as we extend our love and hospitality for anyone and everyone to embrace. The campaign that began last year will continue until 2018, and hopefully beyond that, essentially inviting everyone to come and experience Malaysia's excellent healthcare and indulge in our warm hospitality," said Sherene Azli, Chief Executive Officer of Malaysia Healthcare.

Sherene explains why art was chosen as a medium of communication, "Art inspires a wide spectrum of emotion that translates itself in various fields of work. Plus, it can also be a form of therapy that helps us in various ways. Art has the capacity to ease and soothe us when life's challenges are a bit too overwhelming. With that in mind, the seven carefully selected artists, who are already well-known in the art scene with a steady following on social media, strive to weave these messages into their work."

Each artist was assigned a colour from the rainbow, with an accompanying compelling message:

1. Caryn Koh – Red for safety
2. Pacha (mother) & Bali (daughter) – Orange for growth
3. Haris Rashid – Yellow for freshness
4. Thineswari G. – Green for well-being
5. Andi Miranti (son) & Intan Miranti (mother) – Blue for wisdom
6. Abdulrashade – Indigo for compassion
7. Nini Marini – Violet for youthfulness

Each artwork will be shared by Malaysia Healthcare and the seven artists via social media platforms (Facebook, Instagram, YouTube). The artworks will eventually be adapted into marketing and communications collaterals by Malaysia Healthcare.

The campaign kicks off with Chap Goh Mei and Valentine's Day in this season of love and aptly concludes as the nation celebrates its love for the country on Malaysia Day.

Members of the public can also show their love and creativity by participating in an exciting contest, to be held from 1 March until 16 September 2017. Interested participants can produce their very own version of heart doodles and stand a chance to win amazing prizes. They can tap on their creative juices and send in fun or heartwarming or any version of their own interpretation of heart doodles.

To enter, all they have to do is:

1. SNAP a picture of their heart doodle.
2. Follow Malaysia Healthcare on Facebook and/or Instagram.
3. Share their heart doodle on Instagram/Facebook. Don't forget to tag Malaysia Healthcare.
4. Add a winning caption and the hashtags #sharemylove and #mylovesyou.

One winner will be chosen each month based on the colours used, creativity and number of shares. The prizes up for grabs are Polaroid cameras, health and wellness retreats and more. The Malaysia Loves You campaign was launched on 29 February 2016 by the Minister of Health, YB Datuk Seri Dr. S. Subramaniam. It is an ongoing campaign by Malaysia Healthcare to increase global awareness on Malaysia's potential as a leading healthcare travel destination. Ultimately, Malaysia should be the first country that comes to mind when anyone thinks of healthcare because it offers these essential attributes: Quality, Accessibility, Affordability + Ease of Communication.

HEALTHCARE TRAVEL AWARDS - MALAYSIA

In the last few years, Malaysia has emerged at the top of several international healthcare and living ratings.

International Living (Global Retirement Index 2015, 2016 & 2017)

- Malaysia – “Best Country in the World for Healthcare”

International Medical Travel Journal (Medical Travel Awards 2016)

- Health & Medical Tourism: Destination of the Year – Malaysia Healthcare (2015 & 2016)
- International Hospital of the Year – Sunway Medical Centre
- International Dental Clinic of the Year
- International Cosmetic Surgery Clinic of the Year
- International Fertility Clinic of the Year – TMC Fertility Centre
- Best Marketing Initiative – Gleneagles Kuala Lumpur

2016 Frost & Sullivan Asia Pacific Healthcare and Tourism Awards

- Travel Council of the Year – Malaysia Healthcare Travel Council (MHTC)
- Hospital of the Year: KPJ Healthcare
- Growth Excellence Leadership Award – Sunway Medical Centre
- Healthcare Service Provider of the Year – IHH Healthcare Berhad
- Patient Care Hospital of the Year – Ramsay Sime Darby Health Care

2016 Global Health & Travel Consumers Choice Awards

- Cosmetic Surgery & Aesthetics Service Provider of the Year – Sunway Medical Centre
- Hospital of the Year (Malaysia) – Sunway Medical Centre
- Orthopaedics Service Provider of the Year – KPJ Healthcare
- Paediatrics Service Provider of the Year – Prince Court Medical Centre
- Cardiology Service Provider of the Year – National Heart Centre, Malaysia

ABOUT MALAYSIA HEALTHCARE TRAVEL COUNCIL (MHTC)

MHTC is an agency under the purview of the Ministry of Health Malaysia that has been entrusted with the responsibility of curating the country's healthcare travel scene.

Identified as a National Key Economic Area (NKEA), the healthcare travel industry has great potential to contribute to the nation's economy in its final dash towards achieving a developed nation status.

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