



PERBADANAN BUKIT BENDERA PULAU PINANG

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PRESS RELEASE

PENANG HILL FESTIVAL 2024 (PHF2024): CELEBRATING NATURE, CULTURE, EDUCATION & MUSIC

The much-anticipated annual **Penang Hill Festival (PHF)** returns from **19 to 21 July 2024**, promising an enriching and educational experience for visitors. Since its inception in 2018, the Penang Hill Festival has been growing from strength to strength, uniting businesses, hill community, academics, artists, and nature enthusiasts in celebrating the multi-cultural splendour of Penang Hill.

This year's highlights include the **Penang Hill Songwriting Competition with the theme "Penang Hill - A Treasured Gem"**, organised in collaboration with **Cadenza Music & Performing Arts Academy**, which will provide a platform for aspiring local talents to showcase their musical flair and creativity. The winning entry will be selected as the **official theme song of Penang Hill**, resonating with visitors for years to come.

The competition is open to **all Malaysians aged 15 years old and above**, encouraging submissions across a spectrum of musical genres that reflect Malaysia's rich cultural tapestry. Entry is free, offering an inclusive platform for budding musicians to exhibit their talent and passion. This presents a great opportunity for our local talents to shine, showcasing their creativity while embodying the diverse cultural heritage and musical essence of our beloved Penang.

The **champion will receive RM3,000, 1st runner-up RM1,500, 2nd runner-up RM800**, and there will be **three (3) Awards of Excellence**, each accompanied by a trophy and a certificate of achievement for the winners. The registration period for the competition is from **18th April to 17th June 2024**, and submissions will be accepted from **18th June to 31st July 2024**. All budding musicians and talents are encouraged to join this competition.

"This year's Penang Hill Festival holds special addition, injecting a sense of rejuvenation and essence to the festival as we celebrate the talents and music," shares YAB Tuan Chow Kon Yeow, Chief Minister of Penang. "In addition to the array of enriching activities, the introduction of the Penang Hill Songwriting Competition underscores PHC's commitment to encouraging talents and providing them with a platform to showcase their creativity".



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Alongside the competition, PHF2024 promises an array of exciting programmes, including Talks, Heritage and Nature Discovery Walks, Exhibitions, Photography Workshops, and the much-anticipated "**Music on the Hill - East meets West**" on **21 July 2024**. The festival aims to enhance heritage and biodiversity education while fostering a deeper appreciation for Penang Hill's cultural and ecological significance.

Attendees will also get to enjoy captivating performances by local talents such as **Penang Youth Orchestra**, highlighting young musical prowess, and **Sada Borneo**, a Malaysian band formed in Penang in 2013. Comprising six members from various parts of Malaysia, Sada Borneo blends traditional, modern, ethnic, and nature elements to create a new sound for Malaysian music. The band gained popularity for representing Malaysia in **AXN's Asia's Got Talent 2015**, reaching the **Semi Final** stage, and airing in 20 countries across Asia. Sada Borneo has also received other prestigious awards.

Among the other main highlights of **PHF2024** are the insightful talks focusing on key topics such as the remarkable transformation of Penang Hill and the pressing issue of illegal wildlife trapping in the Penang Hill Biosphere Reserve (PHBR). The talks feature esteemed invited speakers: **The Honourable Mr. Wong Hon Wai**, Penang State EXCO for Tourism & Creative Economy; **Dato' Cheok Lay Leng**, General Manager of Penang Hill Corporation; **Lngeshwary a/p Bhaskaran**, Manager of Project Planning and Development Division; **Ar. Ong Jin Cheng**, Director of Arkitek LLA Sdn. Bhd.; and **Dr. Beh May Ting**, Head of the History & Regional Studies Programme at Penang Institute, who will lead the discussion for the "**Revitalising Penang Hill: Unveiling the Hill's Remarkable Transformation**" talk.

Meanwhile, **Tan Poai Ean**, Superintendent of Penang National Park; **Dr. Nadine Ruppert**, Senior Lecturer of the School of Biological Sciences, Universiti Sains Malaysia; and **Kanda Kumar**, Adviser and Honorary Member of the Malaysian Nature Society Penang Branch; and **Dr. Yang Kok Lee**, Senior Project Officer of Penang Hill Biosphere Reserve Office, will provide valuable insights and potential solutions to safeguard the hill's delicate ecosystem in "**The Impact of Illegal Wildlife Trapping: A Silent Threat to Penang Hill Biosphere Reserve's Ecosystem**" talk.

Also, join the enlightening talk session, "**Memories of Penang Hill**," featuring esteemed speakers **Ahmad Chik**, **Linda Batten**, and **Dr. V Rajananda**, who will share their personal narratives, offering unique insights into the past and future of this iconic landmark. Guiding this engaging discussion is **Allen Tan Heng Poe**, Managing Director of The Habitat Penang Hill.

To delve deeper into the lush secrets of Penang Hill Biosphere Reserve's biodiversity and explore exciting plans for the hill's future, attendees can visit the **Penang Hill Biosphere Reserve & Penang Hill Summit Area Concept Master Plan Exhibition**

at Dataran, alongside the **Penang Hill Photo Exhibition** at the **Gate House** that showcases photos depicting Penang Hill's rich history and conservation efforts.

Moreover, nature enthusiasts can immerse themselves in enlightening experiences such as guided walks along the **Viaduct Trail**, **Moniot Trail**, and **Crag Heritage Trail**, offering opportunities to discover the rich history and diverse flora and fauna of Penang Hill.

Families with children aged five to 15 can engage in the **Junior Rainforest Exploration**, designed to nurture curiosity and passion for nature while providing hands-on learning experiences. Additionally, other interesting explorations such as **Herbs Exploration** offer insights into the different types of herbs found on the hill, while **Night Exploration** provides a unique experience to explore the hill's nocturnal world.

In addition to talks and walks, attendees can indulge in photography workshops hosted by **Canon Malaysia**, focusing on bird photography as well as nature and macro photography. These workshops offer valuable tips and techniques from professional photographers, allowing participants to capture stunning images amidst the breathtaking scenery of Penang Hill. With limited seats available, early registration is encouraged to secure a spot in these insightful workshops.

Moreover, **PHF2024** teams up with **MinitAgo**, an innovative and community-driven digital platform, to host an exciting **digital treasure hunt** during the three-day festival whereby visitors are able to enjoy Penang Hill's nature, history, and culture while hunting for the "treasures" on the hill. It is an educational and fun adventure you don't want to miss.

As PHF2024 approaches, anticipation mounts for a celebration of Penang's iconic gem. From its century-old railway to its lush greenery and rich biodiversity, Penang Hill offers a unique tapestry of experiences for all to enjoy. Join the Penang Hill Festival 2024 for a memorable journey into the heart of this cherished landmark.

PHC wishes to express gratitude to the **Penang State Government**, **Penang State EXCO Office for Tourism and Creative Economy (PETACE)**, **Penang Global Tourism**, **Canon Malaysia**, **Photographic Society of Penang**, **Hikers Roundtable**, **MinitAgo**, and **business partners** on the hill for their support for the event.

PHC is also looking for fun and energetic individuals to join in as **volunteers**. Interested individuals may look out for the registration link which will be shared on PHC's social media pages. For more information on the programme details (subject to change without prior notice) and registration for the events during PHF2024, kindly visit www.penanghill.gov.my/phf2024 or follow our official Facebook page at



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www.facebook.com/mypenanghill. Enquiries may also be emailed to phf2024@penanghill.gov.my.

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About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

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PENANG HILL SONGWRITING COMPETITION

To celebrate the essence of Penang Hill as a treasured gem, the Penang Hill Songwriting Competition is being held. With the theme "**Penang Hill – A Treasured Gem**," this competition encourages participants to compose original songs that capture the essence and beauty of Penang Hill.

Open to **all Malaysians aged 15 years old and above**, the competition welcomes submissions from diverse musical genres, reflecting the vibrant cultural tapestry of Malaysia. Entry is free, offering an inclusive platform for budding musicians to showcase their talent and passion.

Competition Details:

- Registration Period: 18 April – 17 June 2024
- Submission Period: 18 June – 31 July 2024

Prizes:

Prize Ranking	Prizes
Champion	RM3,000 + Trophy + Certificate of Achievement
1 st Runner-Up	RM1,500 + Trophy + Certificate of Achievement
2 nd Runner-Up	RM800 + Trophy + Certificate of Achievement
Award of Excellence x 3	Trophy + Certificate of Achievement

****Results will be announced one (1) month after the submission period.***



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PENANG HILL FESTIVAL 2024 (PHF2024) HIGHLIGHTS

i. Talk: Revitalising Penang Hill: Unveiling the Hill's Remarkable Transformation

Explore the remarkable transformation of Penang Hill, Malaysia's beloved natural landmark, in our talk session – “Revitalising Penang Hill: Unveiling the Hill's Remarkable Transformation”.

Join esteemed speakers such as **The Honourable Mr. Wong Hon Wai** (Penang State EXCO for Tourism & Creative Economy), **Dato' Cheok Lay Leng** (General Manager of Penang Hill Corporation), **Lngeshwary a/p Bhaskaran** (Manager of Project Planning and Development Division, Penang Hill Corporation), and **Ar. Ong Jin Cheng** (Director of Arkitek LLA Sdn. Bhd.). Moderated by **Dr. Beh May Ting**, Head of the History & Regional Studies Programme at Penang Institute.

ii. Talk: Memories of Penang Hill

The talk session “Memories of Penang Hill” invites you to embark on a nostalgic journey through the cherished memories of individuals deeply connected to Penang Hill's rich history. Our speakers, including **Ahmad Chik**, **Linda Batten**, and **Dr. V Rajananda**, each with their unique ties to this iconic landmark, will share personal narratives offering insights into the past and future of Penang Hill. The session will be moderated by **Allen Tan Heng Poe**, Managing Director of The Habitat Penang Hill.

iii. Talk: The Impact of Illegal Wildlife Trapping: A Silent Threat to Penang Hill Biosphere Reserve's Ecosystem

The Penang Hill Biosphere Reserve (PHBR), a sanctuary of biodiversity, faces a pressing threat from illegal wildlife trapping, jeopardizing its delicate ecosystem. Join us to learn and understand the profound impacts of this silent threat and potential solutions in our talk session – “The Impact of Illegal Wildlife Trapping: A Silent Threat to Penang Hill Biosphere Reserve's Ecosystem”.

The talk will feature speakers such as **Tan Poai Ean** (Superintendent of Penang National Park), **Dr. Nadine Ruppert** (Senior Lecturer, School of Biological Sciences, Universiti Sains Malaysia), and **Kanda Kumar** (Adviser and Honorary Member, Malaysian Nature Society Penang Branch). Moderated by **Dr. Yang Kok Lee** (Senior Project Officer, Penang Hill Biosphere Reserve Office, Penang Hill Corporation). Let's unite to

safeguard the PHBR and ensure the uninterrupted harmony of its diverse wildlife.

iv. **Talk & Walk: Viaduct Trail**

Embark on a thrilling nature adventure with us on the 'Talk & Walk: Viaduct Trail'!

Led by **NatureWalks@Penang Hill** guides, enjoy a captivating 7.5-km journey through the Viaduct Trail, showcasing a diverse array of flora. Plus, take a break at Penang Hill's eco-friendly Nature Green Farm, featuring innovative farming techniques. Lace up your shoes and reconnect with Mother Nature for an enriching experience!

v. **Talk & Walk: Moniot Trail**

Uncover the fascinating history of Moniot Trail, Penang Hill's oldest track dating back to its creation in 1825 by the British. Join us on a journey along this 7-km trail, once graced by horse-drawn carriages, and discover its indigenous flora and fauna. Experience the tranquil beauty as the path reveals a natural stream, creating memories to cherish.

vi. **Talk & Walk: Crag Heritage Trail**

Step into the past with a visit to The Crag, a resilient historical landmark on Penang Hill. Built in the mid-19th century, it has served as a sanatorium, hotel, and boarding school, even gracing the silver screen, serving as the filming location for "Indochine" in 1992 and the backdrop for the British TV series "Indian Summers" in 2014.

Walk the 3-km Crag Heritage Trail, indulging in tales of Penang Hill's vibrant history and alma mater nostalgia for Uplands alumni.

vii. **Herbs Exploration**

Discover the rich diversity of herbal plants nestled in Penang Hill during a two-hour exploratory walk. From Tongkat Ali to Kacip Fatimah, Misai Kucing, and Ketumpang Air, delve into the medicinal benefits of these herbs. Engage your senses as you touch, smell, and taste them for an intimate experience like no other!

viii. **Night Exploration**

Embark on a unique night exploration of Penang Hill, where the nocturnal world reveals its magic. Led by seasoned naturalists, venture into the

rainforest after sundown for a captivating journey. Experience the symphony of the forest's sounds, encounter elusive nocturnal wildlife, and gain insights into conservation efforts. Join us for an unforgettable adventure!

ix. Junior Rainforest Exploration

Nurture your children's curiosity and passion for nature! Designed for kids aged five to 15, they'll delight in discovering diverse plants and trees with engaging guides.

Next, get the children familiar with the iconic, adorable creature on Penang Hill, the dusky langur, with a delightful activity conducted by Langur Project Penang (LPP).

The exploration will conclude with the children engaging in seeding and tree planting activities at the Maingaya Garden. A not-to-be-missed experience during this Penang Hill Festival.

x. Penang Hill Photo Exhibition

Explore Penang Hill's rich history and conservation efforts at the 'Penang Hill Photo Exhibition'. Discover signature events like the Penang Hill Festival and learn about Penang Hill Corporation's conservation initiatives. Dive into 100 years of transformation and marvel at the hill's beauty. Don't miss this enlightening exhibition at Penang Hill Festival 2024!

xi. Penang Hill Biosphere Reserve & Penang Hill Summit Area Concept Master Plan Exhibition

Step into a hidden world at the Penang Hill Biosphere Reserve! Explore its lush secrets: from cascading waterfalls to vibrant ecosystems teeming with life. Discover how this protected paradise functions and is zoned. Get to know more about the exciting plans for the Hill's future with the unveiling of the Penang Hill Summit Area Concept Master Plan. This long-term vision will transform the peak into a captivating, sustainable destination.

xii. Bird Photography Workshop

Don't miss out on this bird photography workshop hosted by **Canon Malaysia!** Learn valuable tips and techniques from professional photographers to capture stunning bird photos. Whether you're an aspiring bird photographer or just want to improve your skills, this workshop is a must-attend. Limited seats available on a first-come, first-served basis, so register early!

xiii. Nature and Macro Photography Workshop

Enhance your photography skills amidst the breathtaking scenery of Penang Hill. Join **Canon Malaysia's** experts to master macro photography, capturing intricate details of flowers, butterflies, and more. Don't miss this opportunity to elevate your nature photography journey! Limited seats available, register early!

xiv. Music on the Hill – East meets West

Experience the 'Music on the Hill - East meets West' at the Penang Hill Festival! Enjoy captivating performances by renowned groups like **BhaavaNarthana Naatyalaya, Penang Youth Orchestra, Culture Shot, Wak Long Music & Art Centre, and Sada Borneo**. From classical Indian dance to ethno fusion, traditional Malay, and rainforest music, this event promises to enchant. Save the date for an unforgettable evening of music.

xv. MinitAgo Festival Treasure Hunt

PHF2024 is collaborating with MinitAgo to curate a treasure hunt activity during the three-day festival to elevate the experience of festival goers. This activity aims to grant the participants an opportunity to learn about the nature, history and cultural heritage of Penang Hill while having fun exploring and hunting for the “treasures”.

MinitAgo, launched in October 2023, serves as a real-time mapping application that empowers users to discover and share ongoing events and hidden gems in their area, fostering community engagement and providing businesses with valuable insights into local trends and preferences.

Poster of PHF2024

Organiser: Endorsed by:

PENANG HILL FESTIVAL 2024

“See the Nature, Feel the History”

19-21 JULY 2024
FRIDAY-SUNDAY

MARK YOUR CALENDAR!

For more info/registration: www.penanghill.gov.my/phf2024

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