

FOR IMMEDIATE RELEASE

Open Call for Proposals Begins for George Town Festival 2021

The celebration returns as a hybrid festival and is set to be more inclusive, safe, and exciting at the same time.

George Town, Penang, Malaysia, 6 October 2020: GEORGE Town Festival is set to return for its 12th edition next year, reimagined and curated as a hybrid festival, integrating traditional forms of on-site entertainment with modern virtual elements. With the alluring combination of physical and virtual programmes, it hopes to create a unique, one-of-a-kind experience for locals to celebrate their hometown's cultural heritage and for visitors to discover the charm of George Town in a new way.

The Festival — slated to return from 10 - 18 July 2021 — continues its commitment to make arts accessible to everyone — from the festival-goers to the art communities and the general public, regardless of age, ethnicity, or background — all while adhering to the new norm.

Set to be staged across multiple venues in George Town and lesser-known neighbourhoods and districts on the island, the traditional physical format will revolve around diverse themes to create a universal celebration for everyone. These on-site programmes will be designed to spread across open spaces, hidden spots, and unique venues. Meanwhile, various online programmes will be planned to facilitate participation: for those who are unable to join in person due to travel restrictions and to encourage inclusivity, especially for the vulnerable groups.

Although efforts and plans are well on its way to deliver another successful Festival, the Penang State Government will continue to reiterate on maintaining strict adherence to health and safety

practices. All appropriate measures will be taken to ensure visitors and performers are safe and comply with the state's hygiene and safety guidelines.

Open Call for Proposals

Having put George Town on the map since 2010 as a not-to-be-missed major arts event in the region while providing a global platform for local and international artists to showcase their outstanding works in arts, culture and heritage, the Festival remains committed to deliver another successful event in 2021. As such, the Festival is now accepting proposals from local and international creative talents who are passionate to deliver high-quality artistic expressions and entertainment. Venue owners are also encouraged to approach GTF to explore the possibilities of hosting the physical programmes at their venues.

Interested applicants are welcome to participate in the Festival by sending in their proposals to <http://bit.ly/GTF2021>. The submission deadline is November 15, 2020.

For more information, please visit www.georgetownfestival.com or follow George Town Festival on Facebook (George Town Festival) and Instagram (georgetownfestival) for the latest updates.

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About George Town Festival

The George Town Festival (GTF) is an annual festival held in Penang, in honour of the city's designation as a UNESCO World Heritage Site in 2008. Once a humble celebration, the George Town Festival is now a global festival anticipated by many. International New York Times reviewed it as a 'festival growing into a major Asian arts event' while CNN Travel recognised it as 'Best of Penang rolled up in one big festival'. The Guardian, a British daily newspaper, cited the festival as 'one of southeast Asia's most exciting celebrations of culture, heritage and community'. The annual GTF is a project by George Town World Heritage Incorporated (GTWHI), organised by TLM Event, endorsed by the Penang State Government and fully supported by the Penang State EXCO for Tourism and Creative Economy (PETACE), City Council of Penang Island (MBPP), and Penang Global Tourism (PGT) in celebration of local and international works of art.