



MEDIA STATEMENT “CHENOR FESTIVAL 2019”

ALERT: Pahang National Department for Culture and Arts has also organized community programmes such as Premier Communal Work Programme and spiritual concept programmes of which the latter consists of Chenor *Berselawat* and Spiritual Night to enliven Chenor Festival 2019 targeting 70 thousand visitors during the four (4) day event.

CHENOR, PAHANG 27 April - The excitement lives on and reminiscing all nostalgias. CHENOR, a long time ago was a centre of economic activities hosting a main stop-over of a trip, will be promoted as one of the Ministry of Tourism, Arts and Culture Malaysia main programmes organised by National Department for Culture and Arts (JKKN), under the management of Pahang National Department for Culture and Arts along with few government and private agencies, to highlight cultural tourism product development-based programmes.

The Chenor Festival 2019 is being organised for the 8th time and for this year, it will highlight various activities and traditions of cultural and arts products which are gradually disappearing. This programme will be held for four (4) days starting from the 25 until the 28 April 2019, showcasing a variety of interesting contents as arranged and planned by JKKN to bring a sense of difference and excitement of Chenor Festival 2019.

Among the interesting contents are water sports competition where “catch and release” trapping of fresh water clam (*kijing*) and cockles (*etok-etok*) will be held. Trapping of *kijing* and *etok-etok* in Pahang river is an offence under the State of Pahang fisheries rules 1991 (river irrigation) as they are the main food sources for silver catfish, *temelian* fish and the trappings of *kijing* and *etok-etok* commercially become a concern as it affects the natural ecosystem for those species. Other than water sports, the people’s sports are also highlighted such as *hencang*

buah keras (candle nut crushing), *tuju selipar* (sandals throwing), *musang berjanggut* (bearded civet sketch), and uniformed bodies tug-of-war.

Meanwhile, the products displayed at village bazaar, such as local cakes, the traditional food is highlighted as well as craft products which are scarce either due to lack of producers or located outside of Kuantan. Among the local cakes presented, to list a few are *papena* cakes, *apam baghdad*, *ganti tandan* cakes, while for traditional food, *asam rong* dish, *sambal kueng*, and *laksa gebok*. Among the craft products are Pahang cloth, headdress and kris, hand mortar, and many more. Not to be left out too, we have specially brought in products and exhibitions from 11 districts in Pahang.

In the evening, spiritual activities, *Chenor Berselawat* and religious talk inspired and enlightened the audience. This “Spiritual Night” features artists such as Iwan Syah and Zul Handy Black along with the presence of Al Fadhil Maulana Wan Helmi Al-Hafiz. Furthermore, the Pahang people’s songs in the Pahang Born Concert, and the *Jom Belajar* Programme organized by Pahang JKKN, outdoor movie screening, ‘Azura’ talent search, and districts of Pahang cultural arts performances are also presented to add to the excitement.

It is certain that the organizing of Chenor Festival 2019 throughout the four (4) days, starting from 25 until 28 April 2019 at Chenor Old Town, Maran, will provide a high impact to the local community especially to the people of Pahang in expanding and developing arts and culture as one of the cultural tourism niches. – JKKN CCU

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