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# Festivities to draw the crowd

New Year celebration in Johor Baru to be an annual event for the next 10 years

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**JOHOR BARU:** Hundreds of visitors of all ages and races thronged Dataran Bandaraya Johor Baru to join in the count down celebration and usher in 2018.

The Festivities@IIBD, a specially created event by the Johor Baru City Council (MBJB) and Coronation Square, was held for three days from Dec 29 to 31, 2017.

MBJB Mayor Amran A Rahman said the main objective of the festival was to promote Johor Baru with the tagline "Johor Baru International Festival City."

He added that the Festivities@IIBD would be an annual event for the next 10 years and supported by Coronade Properties Sdn Bhd.

"This will be a platform for an annual event that will bring in tourists for the New Year festivities and to promote the Ibrahim International Business District (IIBD), as well as Coronation Square, the lead project of IIBD," he said.

Amran added that it would be done through four main areas of the festival yearly, which include family, food, music and sports, while the format would be changed yearly and would include more international acts to add flavour to the festival.

"The primary target audience of Festivities@IIBD are Johoreans - Bangsa Johor of all races and ages.

"The target would also include families travelling for the New Year celebration such as Singaporeans, Indonesians, Thai and others," he said.

During the New Year's eve celebration, visitors were entertained with an array of performances and exciting activities, which went on from 3pm to midnight.

Local celebrities such as Zainal Abidin, Alif Kadim, Eza as well as a combo band from MBJB wowed the crowd with amazing singing performances during the programme.



Amran (second from right) launching the celebration at Dataran Bandaraya Johor Baru.



Fireworks lighting up the sky during the celebration.