



PRESS RELEASE

AirAsia Holds First Ever Search for “Youth Ambassador” in UbonRatchathani National Artist “BanyenRakken” Joins to Pass OnMuanLum Sing and Can Music of Northeast Takes Part in Buddhist Lent Candle Procession



AirAsia has joined with the Ministry of Culture to hold its first ever folk performance training camp under the **“Air Travel to Preserve Art”** project in UbonRatchathani, featuring 2014 National Artist BanyenRakken passing on her knowledge of the art of MohLum Sing music as well as leading participating youths to perform as part of the province’s annual Buddhist Lent Candle Procession.

Mr. Santisuk Klongchaiya, Director of Commercial for Thai AirAsia, explained that AirAsia joined with the Ministry of Culture to organize **“Air Travel to Preserve Art”** in the hope of supporting the nation’s youth to learn about their local arts and culture by providing them with opportunities to meet with National Artist level practitioners as well as to themselves perform. The project’s first ever training camp was organized in UbonRatchathani province and was honored by the participation of 2014 National Artist for Performance BanyenRakken, who spoke on singing the Northeastern region’s distinct MohLum style of music. A total of 20 selected youths attended the 3 day 2 night camp.

“It is great that the participants in our first camp will be able to perform in one of UbonRatchathani’s biggest festivals, the Buddhist Lent Candle Festival, alongside



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BanyenRakken. This 12 July, Ms. Banyen will lead the youths to sing and dance traditional MohLum music as part of the procession and then they will perform on stage at Ton Tien Road. One of the youths will be selected to represent the province at the national and international level from their performance”.

The **“Air Travel to Preserve Art”** project was built upon AirAsia’s existing support of air travel for National Artists with the organization of training camps in the 10 Thai provinces of UbonRatchathani, UdonThani, NakhonPanom, KhonKaen, Chiang Mai, Chiang Rai, Trang, Hat Yai, SuratThani and Nakhon Si Thammarat. The camps take on select youths from their local areas and provide them with 3 days and 2 nights of training and on the final night hold a performance in which one of the participants is chosen to perform alongside their National Artist at the Thailand Cultural Center, becoming a ‘Youth Ambassador’ to represent their art form across the country and internationally.

AirAsia has taken part in UbonRatchathani’s Buddhist Lent Candle Festival since the year 2011 with personnel from all of its divisions, both local and international, dancing and marching as part of the tradition. The airline, in 2012, was even given the honor of taking part in the transport of the province’s candle, graciously handed down by His Majesty the King, and has assumed the responsibility since as a mark of pride for all of its employees.

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Caption:Ms. BanyenRakken, National Artist 2014 (second from left) and Mr. KritPattanasarn, Manager of Business Relations for Thai AirAsia (second from right), join together to hand the Youth Ambassador Award of the “Air Travel to Preserve Art” campaign by AirAsia and the Ministry of Culture to 18 year old “Nong Nam Yen” PrapapongPathong of the UbonRatchathani Technology Vocational School (middle).

About the AirAsia Group

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 88 destinations. Within 12 years of operations, AirAsia has carried over 220 million guests and grown its fleet from just two aircraft to over 150. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines servicing a network stretching across all Asean countries as well as China, India and Australia. AirAsia was named the World’s Best Low Cost Airline in the annual World Airline Survey by Skytrax for five consecutive years from 2009 – 2013 and the ‘World’s Leading Low Cost Airline’ at the 2013 World Travel Awards.