

## Resorts World Cruises launches “Sayang Lokal” campaign in Malaysia with local celebrity Alif Satar & The Locos on the *Genting Dream*

*Supporting and celebrating local talents and businesses*



Resorts World Cruises’ Sayang Lokal Launch: Alif Satar & The Locos, Captain Jukka, *Genting Dream* (3<sup>rd</sup> from Left), Madam Cynthia Lee, Vice President – Sales (Malaysia), Resorts World Cruises (4<sup>th</sup> from Left) and Mr Carter Ng, Associate Director, Digital Account & Business Development, Warner Music Malaysia (1<sup>st</sup> from right).

**Kuala Lumpur, 14 September 2023** – Resorts World Cruises, Asia’s latest and only homegrown international cruise line is pleased to kick start its “*Sayang Lokal*” (Love Local) campaign in Malaysia, featuring one the country’s leading singer, actor and television host, together with his band mates – Alif Satar & The Locos. Today’s launch marks the first in a series of many “*Sayang Lokal*” campaigns that aims to support various local initiatives. These include Malaysian talents and local businesses by providing an additional platform on a cruise ship to create awareness on local offerings that will enable them to reach a wider audience locally and across the region.

Alif Satar & The Locos is the first local act to launch their album and perform a mini showcase aboard the 18-deck cruise ship, the *Genting Dream*, which calls Port Klang in Malaysia home. As part of the collaboration between Resorts World Cruises and Warner Music Malaysia, the *Genting Dream* hosted the album launch and mini showcase for Alif Satar & The Locos at the 999-seated Zodiac Theatre. The band performed many of their latest songs from their self-titled album for invited guests, comprising of fans, media, influencers and guest celebrities.



Alif Satar & The Locos performing during their album launch event on the *Genting Dream*.

In conjunction with this, the band Alif Satar & The Locos together with representatives from Resorts World Cruises - Madam Cynthia Lee, Vice President, Sales (Malaysia), Captain Jukka Silvennoinen of the *Genting Dream*, as well Mr. Carter Ng, Associate Director, Digital Account & Business development, Warner Music Malaysia, officiated the launch of Resorts World Cruises' "Sayang Lokal" campaign in Malaysia.

*"On behalf of Resorts World Cruises, we are delighted to embark on this "Sayang Lokal" journey for Malaysia and to start off the campaign with one of Malaysia's leading acts, Alif Satar & The Locos. We would also like to extend our sincere thanks to Warner Music Malaysia for their collaboration in the "Sayang Lokal" initiative. It is our hope through our "Sayang Lokal" campaigns, we can further support, showcase and promote more local talents and products to elevate their presence and grow the local industry to new international heights",* said Mr. Michael Goh, President of Resorts World Cruises.

*"Representing Warner Music Malaysia, I am very pleased that we were able to collaborate with Resorts World Cruises on the launch of Alif Satar & The Locos' latest album. I am also proud that Alif Satar & The Locos will be the first local artist to have this unique opportunity to launch an album on this luxury ship, the Genting Dream,"* said Mr. Carter Ng, Associate Director, Digital Account & Business development, Warner Music Malaysia.

*"The band members and I are truly excited and grateful to be part of Resorts World Cruises' "Sayang Lokal" campaign and to be able to launch our album with a mini showcase on this beautiful ship, the Genting Dream. It's a dream come true for us as it's not every day you get to launch and perform on the ship. We are also glad that we are able create new unique experiences and memories for the band, our guests and fans that are here today",* said Alif Satar on behalf of the band.



**Resorts World Cruises departs twice a week from Port Klang (Malaysia) with the Genting Dream.**

The *Genting Dream* departs twice a week offering round-trip cruises from Port Klang, offering the 3 Night Penang or Phuket-Singapore cruise and the 4 Night Singapore Discovery Cruise. As 'A Resort Cruising at Sea', guests can enjoy a variety of exciting offerings that are inclusive as part of the cruise fare and package, which include complimentary all day-dining, featuring a wide-spread of international and Asian cuisine. As the World's First OIC/SMIIC\* Standard Halal-Friendly Cruise Ship, Muslim travelers will

have access to certified Halal food and beverages at a dedicated section at The Lido restaurant, which also provides vegetarian and *Jain* cuisine. Prayer rooms are also available on the ship for the convenience of Muslim guests. Other exciting inclusive offerings also available for guests include the amazing international stage performances and special screenings at the impressive Zodiac theatre, a water park at sea with a pool and 6 thrilling waterslides, rope courses and ziplines, a rock-climbing wall with more recreational activities for the entire family and so much more.

For more information on Resorts World Cruises or bookings, please visit [www.rwcruises.com](http://www.rwcruises.com) or email [reservations.en@rwcruises.com](mailto:reservations.en@rwcruises.com)

\*Organisation of Islamic Cooperation / The Standards and Metrology Institute for Islamic Countries



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### **About Resorts World Cruises**

*Resorts World Cruises* is a newly established luxury and dynamic lifestyle cruise brand that is rich in Asian heritage, offering a personalized cruising lifestyle with diverse international experiences. *Resorts World Cruises – ‘Resorts Cruising At Sea’* aims to redefine the cruising experience altogether by providing exciting and unique offerings, a variety of accommodations, including the world-class luxury accommodation, “The Palace” – a luxury ship-within-a ship private enclave with butler and its own service exclusive restaurant, sundeck, gym, spa and other facilities.

*Resorts World Cruises* is a brand extension of “Resorts World”, a global brand with over 46 properties in 8 countries and 4 continents. Resorts World properties attract over 80 million visitors a year and has over 30,000 employees. The latest property to open is US\$ 4.3 billion Resorts World Las Vegas in 2021.

*Resorts World Cruises* debut on 15 June 2022 in Singapore and Kuala Lumpur (Port Klang) with the operations of the luxurious 3,352 passenger and 150,695 gross ton *Genting Dream*. Starting 10 March 2023, the 1,856 passenger and 75,338 gross ton *Resorts World One* commenced her homeport deployment in Hong Kong and on 4 April 2023 from Kaohsiung. With the inception of *Resorts World Cruises*, the brand aims to position itself as the leading cruise line in the region for Asian sourced markets, providing the highest standards in cruise experience, safety and precautionary measures.

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