



PRESS STATEMENT

S.A. 2021/02/32 (HQ)

TNB RETELLS THE ORIGINS OF CHINESE NEW YEAR TRADITIONS WITH AN EPIC 'NIAN-TASTIC' TWIST

Tenaga Nasional Berhad (TNB) sparks the festive cheer of the 2021 Chinese New Year by retelling -- with a touch of humour, a timeless folklore about a mythical beast, the Nian that terrorises the people every eve of the Lunar Year.

Through 'Nian-tastic New Start', TNB hopes to encourage positive energy in the new year on the back of the multitude of challenges brought about by the COVID-19 pandemic, said newly-appointed TNB Chief Corporate Services Officer, Mohamad Ariff Zainol.

"Many are looking to make a new start in 2021, and with this short film, we want to inspire people to embrace the new year with a spirit of joy and unity. For when we have positive energy, together we can overcome any adversity."

Ariff added that the short film offers an age-old wisdom and timeless folklore that highlight the spirit of joy and unity that underlies Chinese New Year traditions by weaving the Chinese legend of Nian with a slight twist.

In the film, directed by Award-winning director Quek Shio Chuan, a group of terrified villagers go on an adventure to seek the help of a wise master, believing that he holds the secret to defeating Nian and returning peace and prosperity to their village.

The villagers are surprised to find they have had the power to defeat the monster all along, which is simply by uniting as a community with a joyful spirit and positive energy to face the creature.

The wise master teaches them the key to defeating the monster – by scaring him off with red colours, loud sounds and bright lights. It is said that this is the reason for many traditions such as wearing red clothing; having cheerful family reunions; making noise from the loud beating of drums and lighting firecrackers; and decorating houses with bright red lanterns to intimidate the Nian.

Filled with amazing stunts and fun antics, the film also features a modern twist in a period drama setting that was shot and completed right before MCO 2.0, with strict adherence to the SOPs. It also features a cameo appearance by TNB-sponsored Guinness World Records record-holder, Soh Wai Ching, who broke the world record for the Greatest Vertical Height Stair Climbing in One Hour (Male) in November last year.

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'Nian-tastic New Start' is scheduled to go live today on YouTube (www.youtube.com/TENAGAofficial) and will be aired on terrestrial TV channels from 10 February 2021 onwards.

Accompanying this film will be a unique print ad not to be missed across all major English and Chinese newspapers. Viewers can learn more about the characters through TNB social media platforms (Facebook and Instagram), alongside a custom-made Instagram filter by searching for 'Niantastic', 'CNY 2021', and 'TNB CNY'.

Released in Kuala Lumpur on 2 February 2021 at 10:00 am

Kindly forward all press enquiries to Fitri Majid at 013-3626923 /

Grace Tan at 016-6626229 / Nasir Aziz at 018-9434524

or email us at media@tnb.com.my



Tenaga Nasional Berhad (TNB) highlights the joy that underlies our Chinese New Year traditions and values, such as wearing red, having cheerful family reunions, making noise from drums, decorating houses with bright lanterns, and more. Together, let us embrace new beginnings with a spirit of joy and hope.



By coming together with joy and positive energy, we can overcome any adversity. In a year full of uncertainty ahead, this is what it means to usher in true prosperity.



TNB Chief Corporate Services Officer, Mohamad Ariff Zainol