



MEDIA RELEASE

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IT'S "WORTH THE WAIT", TOURISM MALAYSIA SUPPORTS THE HEARTWARMING NEW ROMCOM RELEASE IN MALAYSIA

KUALA LUMPUR, 4 JULY 2025 – Tourism Malaysia is excited and proudly announces its official support for the highly anticipated feature film, *"Worth The Wait"*. This heartwarming romantic comedy film celebrates Asian talent, cross-border love and the beauty of cultural connection.

The red carpet premiere is held at DADI Cinema in Pavilion, Kuala Lumpur, attracting an audience of 200 guests. The event features special appearances by cast members and filmmakers who have traveled from as far as the U.S., Canada, Taiwan, and Singapore. This film also marks the acclaimed Taiwanese director Tom Shu-Yu Lin's English-language debut.

The star-studded ensemble features [Ross Butler](#) (*13 Reasons Why*), [Lana Condor](#) (*To All The Boys I've Loved Before* franchise), [Andrew Koji](#) (*Black Doves*), [Sung Kang](#) (*Fast and The Furious* franchise), [Elodie Yung](#) (*The Cleaning Lady*), [Karena Ka-Yan Lam](#)—an acclaimed multiple Golden Horse Award-winning actress from Hong Kong and Taiwan making her U.S. and English language debut—[Osric Chau](#) (*Supernatural*), [Kheng Hua Tan](#) (*Crazy Rich Asians*), and [Yu-Beng Lim](#) (*Rebel Moon*).

Filmed in part across various locations in Malaysia, the film represents an on-going effort to promote Asian representation in North America. It also serves to spotlight Malaysia's diverse natural beauty, cultural richness and warm hospitality which attributes that continue to distinguish the nation as a world-class travel destination.

Director General of Tourism Malaysia, YBhg. Datuk Manoharan Periasamy, stated: "We are hoping a heartwarming films like *Worth The Wait* will inspire audiences worldwide to come visit and explore Malaysia for themselves. This collaboration is part of our broader strategy to integrate tourism with film and entertainment. Having films showcasing Malaysia is currently growing in the film industry which allows Malaysia to shine—both as a featured story and a filming location."

This partnership underscores Tourism Malaysia's commitment in supporting creative industries which promotes Malaysian culture and tourism through compelling storytelling alongside visual media. It is also part of the national strategy to boost tourism in the lead-up to Visit Malaysia 2026 (VM2026) campaign.

“Worth The Wait is not just an entertainment, but also a reflection on love, faith and hope,” said Rachel Tan, producer and former Miss Malaysia, who explained that the film is loosely based on her personal romance which blossomed through a long distance relationship between Malaysia and the United States, “Dan and I wanted to create something that celebrates our Asian identity while speaking to audience around the world—and the response so far has been incredibly encouraging.”

This film marks a significant milestone for Malaysian cinema, being one of the few romantic dramas to achieve international theatrical and streaming success. It already has become a hit streaming original in Hollywood, Canada, the United Kingdom, Australia and New Zealand, which will soon premier in theatres across Singapore and the rest of Southeast Asia. Meanwhile the film is set for theatrical release in Malaysia this August and will be distributed by Astro Shaw.

Worth The Wait, produced by King Street Pictures, marks the company's seventh cinematic release. Known for its emotionally charged narratives and dedication to diverse storytelling, King Street Pictures continues to champion Asian representation in global cinema. Building on several successful films, the studio remains committed to pushing creative boundaries and amplifying underrepresented voices in the industry.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG). For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Visit Malaysia 2026 (VM2026)

Visit Malaysia 2026 (VM2026) is a national initiative launched by the Government of Malaysia to drive the country's tourism sector toward greater economic impact. Aiming to attract millions of visitors, VM2026 will feature a series of events, promotions, and

developments that celebrate Malaysia's culture, heritage, and tourism offerings. The initiative is set to strengthen Malaysia's global tourism competitiveness and make tourism a key contributor to the national economy.

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