

## Press Release

The Royal Thai Army along with the Tourism Authority of Thailand, the Sports Authority of Thailand, the Ministry of Culture, Prachuap Khiri Khan Province, and the Thailand Convention and Exhibition Bureau (Public Organization) has teamed together to organize the “Amazing MuayThai Festival 2023” at Rajabhat Park, in Hua Hin District, Prachuap Khiri Khan Province, on February 4-6, 2023. The event aims to promote cultural tourism with Muay Thai and thus receives worldwide recognition.

This morning (7 December 2022), a press conference regarding the collaborative effort to organize the “Amazing MuayThai Festival 2023” was held at Kittikachorn Auditorium in the Royal Thai Army Headquarters. Presented at the event were General Narongphan Jitkaewtae, Commander-in-Chief of the Royal Thai Army, Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand, Dr. Kongsak Yodmanee, Governor of the Sports Authority of Thailand, Mr. Sathirn Charoenrean, Governor of Prachuap Khiri Khan, and Mr. Jarut Isarangkrun Ayudhya, Director of Thailand Convention and Exhibition Bureau.

General Narongphan Jitkaewtae, Commander-in-Chief of the Royal Thai Army revealed to the press that the Royal Thai Army has always had the policy to promote Muay Thai as a National Sport and National Heritage. While the government has designated February 6 of every year as the “National Muay Thai Day,” to coincide with the day Somdej Phrasanphet the 8th, commonly known as Phra Chao Suea, ascended the throne. The day is appointed as an homage to his majesty's brilliance and mastery of Muay Thai, from which his techniques are still being taught to the younger generations of today. Not only is the event set to honor Phra Chao Suea, but the Amazing MuayThai Festival 2023 is also aimed to promote Muay Thai and preserve it as the national heritage alongside the Thai people. On the night of February 6, 2023, the biggest and Guinness World Records breaking event, the Wai Kru ceremony and Muay Thai rendition will be among the exciting activities at the festival.

In this regard, the Royal Thai Army has cooperated with the Tourism Authority of Thailand, the Ministry of Culture, Prachuap Khiri Khan Province, the Thailand Convention and Exhibition Bureau (Public Organization), and all the related private sectors to bring forth this exceptional festival to everyone. The event will be held on 4-6 February 2023, with many activities visitors can look forward to.

Some examples of activities that will take place at Rajabhat Park are the Wai Kru ceremony with 5,000 participants (Guinness World Records), the Muay Thai history exhibition, Muay Thai Industry promotional activities, and sales of prefectural merchandise and local cuisine, etc. While the Sea pine beach area will be designated for training Muay Thai personnel, holding Muay Thai practice with MuayThai superstars on the beach, as well as hosting International Amateur MuayThai Tournament, and Muay Thai World Championship showdowns. In addition to those places, the Hua Hin Municipality will also be having a Muay Thai festival and “Street Fight” competition throughout the week.

Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand added that the “Amazing Muay Thai Festival”, in addition to promoting Muay Thai as a national heritage, is also an opportunity to facilitate and publicize the Thai culture. The event will enable Muay Thai to create economic value, generate income, and commercialize investment through sports tourism. Moreover, “Muay Thai” ought to be supported as one of the six soft powers that reflect the identity of Thailand and recognized as such internationally. And most importantly, the prospect of many foreigners visiting the record-breaking Wai Kru ceremony will be beneficial to promote the Hua Hin District as the Muay Thai capital and leverage it for future tourism campaigns.

Those interested in visiting the “Amazing MuayThai Festival 2023” at Rajabhat Park, in Hua Hin District, Prachuap Khiri Khan Province, on February 4-6, 2023, can get more information concerning the news and updates on the activities at the following place:

Facebook Fanpage: <https://www.facebook.com/AmazingMuayThaiFestival>

Website: <https://www.amazingmuaythaifestival.com/>

Instagram: @amazingmuaythaifestival