



National Tourism Organization  
Ministry of Civil Aviation & Tourism

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## **Press Release for “Visit Bangladesh-Life Happens Here” TVC**

Honorable Prime Minister Sheikh Hasina has announced 2016 as ‘**Tourism Year- visit Bangladesh-2016.**’ Bangladesh Tourism Board is implementing various promotional activities to make the campaign successful. In this regard, Bangladesh Tourism Board has launched a new television commercial named-“**Visit Bangladesh - Life Happens Here.**” This TVC has been broadcasted on Star Sports on the eve of the current “**U-19 Cricket World Cup**”. It has gained popularity on the website of Bangladesh Tourism Board and the fan page of Visit Bangladesh-2016.

It should be noted that Bangladesh Tourism Board has some other TVCs representing Bangladesh and these are Beautiful Bangladesh- School of Life, Beautiful Bangladesh- Land of Stories and Beautiful Bangladesh- Land of River etc. These television commercials were appreciated by the people of Bangladesh and around the world. This new television commercial “**Visit Bangladesh - Life Happens Here**” will add a new dimension to the Visit Bangladesh Campaign-2016.

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B e a u t i f u l  
Bangladesh

Regards,

Bangladesh Tourism Board

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