



# The Friendship Express

The Malaysian MLP:FiM Convention

21-22 March 2015 | SSTwo Mall, Petaling Jaya

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The Friendship Express, the Malaysian My Little Pony: Friendship is Magic (MLP:FiM) convention will be taking place from the 21-22 March 2015 at the atrium of SSTwo Mall here in Petaling Jaya, Selangor. This groundbreaking event is the first of its kind in Malaysia and it set to be the biggest gathering of MLP:FiM viewers and fans (known as Bronies) in the country. Admission is free.

The convention comes after an explosion of such events in the region namely Canterlot University ([CanterlotUniversity.com](http://CanterlotUniversity.com)), The Cloudsdale Splash ([CloudsdaleSplash.com](http://CloudsdaleSplash.com)) and ThaiPonyCon ([ThaiPonyCon.com](http://ThaiPonyCon.com)). The Friendship Express is set to be Malaysia's entry to the convention scene. Starting small, the event aims to garner support from the local community at large as a celebration of art, music and friendship within and beyond the fandom community.

Daniel Anthony, chairman of The Friendship Express and founder of the local brony community "mareaysia." brings his share of experience to the table after helping organize multiple such events in the region. "We are a community built on friendship. That's all there is to it. It just took a simple Saturday morning TV show to unite us all and make our friendships shine."

The event will feature panels, performances and showcases of User-Generated Content (UGC) created by the community. This ranges from original music, sculpture, video games, fan fiction and even video games inspired by MLP:FiM. Aside from this interested artists and content creators can apply to have a booth at the event to promote their creations.

For more information, visit [TheFriendshipExpress.org](http://TheFriendshipExpress.org). The event committee can be contacted via email at [Contact@TheFriendshipExpress.org](mailto:Contact@TheFriendshipExpress.org). Forms for booth and performance applications can be accessed from the website.

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Believe in magic.



If you are interested in covering The Friendship Express, reserve your press pass by emailing [Contact@TheFriendshipExpress.org](mailto:Contact@TheFriendshipExpress.org) and collect it at the event. Open to all media outlets.



## A word about Bronies

The Brony fandom materialized in early 2011 as a result of the reboot of the 1980's television show *My Little Pony*. Hasbro, The Hub and DHX Media (then known as Studio B) joined forces and enlisted the help of Lauren Faust to bring the show back to its former glory.

Faust is a household name with animation and cartoon enthusiasts. She is best known for her work on shows like *Fosters' Home for Imaginary Friends*, *Wander over Yonder* and *The Powerpuff Girls*. With a vision to make a cartoon show that both parents and kids can enjoy while watching together, the team set out on creating a show that would overturn the "overly girly" vibe that surrounded the previous generation of *My Little Pony* cartoons. From there, the fourth generation of the show, known as *Friendship is Magic*, was born.

Being a family show that aimed to entertain audiences of all ages, the episodes quickly found their way into the hands of young adults and teenagers who grew up watching shows that were created by Faust and her husband, Craig McCracken. The familiar art style, sense of humor and even familiar voices became an instant hit with many young adults - particularly young men, thus the fusion of the words 'bro' and 'pony' into the colloquial term "Brony".

The Brony fandom has since then exploded into a universe of fanmade content ranging from paintings and music to indie video games and charity organizations. Tens of conventions have sprung up all over the world with the biggest being Bronycon, which is held annually in Baltimore and has drawn crowds of over 10,000 bronies from all over the world.

Now in 2015, 4 years after the inception of the fandom, Southeast Asia is beginning to feel the aftershocks of the movement that began in the west. With events like The Friendship Express, we are creating a global testament to the power of friendship that is magic.

Many of us take home meaningful moral values from the show and have even gone the extra mile to spread the love and joy that we feel as a community. The fandom has inspired many to go forth and create and spawn the huge universe of content that we have grown to love. From original characters to hundred-chapter fanfiction stories, we do our part by giving it a place to be and to celebrate these labours of love.