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**Press Release**

**Kireedam Bridge tourism project work to begin soon**

**Thiruvananthapuram, June 11:** The Department of Tourism will soon commence the works at the 'Cine Tourism Project-Kireedam Bridge at Vellayani' near the state capital, the locale of memorable scenes in 1989 Mohanlal and Thilakan-starrer 'Kireedam'.

'Kireedam Bridge', as the spot came to be known since the release of the film, is one of the spots chosen as part of Kerala Tourism's 'Cinema Tourism' project, which sees to showcase locales across the state turned memorable by blockbuster celluloid hits.

The Department of Tourism has approved the detailed project report (DPR) submitted by Habitat Technology Group, which is the implementing agency of the project.

The government had given administrative sanction of Rs 1,22,50,000 to Kireedam Bridge project that aims to transform the bridge as an attractive tourism spot. The project includes creating infrastructure facilities for tourists and renovation of the bridge, which rose to popularity after being featured in 'Kireedam.'

Even after three-and-a-half decades of the film's release, fans and tourists are still drawn to the location of the bridge in large numbers and its unspoilt lush green surroundings are in consonance with the Kerala's widely appreciated experiential tourism concept.

According to Tourism Minister Shri P A Mohamed Riyas, Kireedam Bridge is the first project being given approval as part of the Cinema Tourism project that aims to convert popular locations of famed movies into attractive tourism spots.

Many picturesque locations in Kerala have been featured in various films and through the project such locales will be turned into attractive tourism centres, for both inbound tourists and local picnickers.

Tourism Secretary Shri K Biju said the idea of projecting iconic film locations is key component of the experiential tourism.

According to Tourism Director Mrs Shikha Surendran, Cinema Tourism will amp up the activities of Kerala Tourism in identifying new tourism destinations.

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