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EQ Commemorates 50th Anniversary of Iconic Ali-Bugner Heavyweight Bout with Legacy Celebration

Historic EQ Hosts Special Tribute at Étoile Featuring Commemorative Menu & Fight Footage

KUALA LUMPUR, 7 July 2025 – Fifty years after hosting boxing legend Joe Bugner during his historic 1975 'Fight of a Lifetime' with Muhammad Ali, EQ (formerly Hotel Equatorial) is launching a month-long celebration to honour its role in one of Malaysia's most iconic sporting moments. Until 31 July 2025, guests can step into history at Étoile and enjoy a specially curated experience commemorating the heavyweight showdown that captivated the nation.

On 1 July 1975, fifty years ago, Kuala Lumpur became the only Malaysian city to host a world heavyweight title fight. Hotel Equatorial, the official residence of Joe Bugner, stood at the heart of the spectacle. Today, EQ pays homage to this legacy by transforming the Étoile into a living tribute. Guests are invited to 'dine where champions rested' and experience this pivotal chapter in sporting history for themselves. The "Champion Menu" showcases culinary creations inspired by Bugner's Hungarian heritage and the flavours of the 1970s, including Hungarian Beef Goulash (RM68) and King's Beef Burger (RM68). A rare video recording of the Ali-Bugner bout is displayed at Étoile, immersing diners in the drama of this epic 15-round bout and providing visitors with an exclusive experience. Guests will also enjoy 10% off their evening bills when they use the promo code "THE FIGHT OF A LIFETIME" every evening from 6.30 pm onwards.

"EQ isn't just a hotel — it's a custodian of Kuala Lumpur's historic cultural memory," said Justin Lee, General Manager of EQ. 'Hosting Bugner in 1975 cemented our status as a landmark where history unfolds. Hotel Equatorial Kuala Lumpur has grown alongside this city, evolving into the modern luxury EQ we see today, and this July, we are inviting a new generation to savour that legacy as we fondly reflect on that unforgettable chapter in boxing and Malaysian history. This celebration highlights EQ's 50-year commitment to being 'KL's enduring landmark', blending heritage with contemporary hospitality."

About EQ

EQ, an integral part of the Hotel Equatorial legacy, celebrates its fifth decade in hospitality. It holds the title of Malaysia's #1 City Hotel in the Travel + Leisure Luxury Awards Asia Pacific (2022–2025) and #22 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2025. It also has been Kuala Lumpur's top-rated hotel on TripAdvisor since 2019. Occupying the upper floors of the award-winning 52-storey Equatorial Plaza, the hotel boasts 440 stylish

rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars, such as the Bottega the lounge, Nipah the all-day dining restaurant, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish bar with outdoor seating offering panoramic city views. This five-star property is Green Building Index (GBI) Gold certified, placing it among Malaysia's most energy-efficient and sustainable buildings. Additional facilities encompass the exclusive Sanctum wellness and spa, a 25-metre infinity pool, a Vitality Jacuzzi®, and a cutting-edge fitness centre.

Website: www.eqkualalumpur.equatorial.com

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