

PRESS RELEASE 新聞稿

Date: 13 January 2017

Total Pages: 5

International Chinese New Year Night Parade to ring in the Year of the Rooster with the largest-ever performance line-up and festive gift packs giveaway

Media can download the press release, photos and [other materials](#) from the HKTb website:

- FTP (valid until 30 June 2017): <ftp://ICNYP2017-b:445566@ftpsvr01.hktb.com/>
- Press release: http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Key Messages

- The parade is one of the HKTb's celebratory events commemorating the 20th anniversary of the establishment of the HKSAR. Themed "Best Fortune. World Party.", it showcases 10 floats and the largest-ever performance line-up, featuring several international world-champion troupes.
- Before the parade, festive gift packs commemorating the 20th anniversary of the establishment of the HKSAR will be given out to spectators along the route.
- The HKTb has shortlisted 20 auspicious attractions around the city to help visitors explore Hong Kong and its unique culture from the perspective of a local.

Organised by the Hong Kong Tourism Board (HKTb), the 2017 Cathay Pacific International Chinese New Year Night Parade will be held on the first day of Chinese New Year (28 January) in Tsim Sha Tsui. It is one of the HKTb's events commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR) this year. The celebratory spirit is aptly summed up with the theme "Best Fortune. World Party."

In addition to showcasing 10 vibrant, decorative floats, the parade has been scaled up to feature around 3,000 local and international performers, the largest number in the event's history, including world-champion troupes from around the world. To warm up the crowd before the parade starts, the HKTb will give out about 13,000 festive gift packs to spectators as an expression of good wishes.

Dr Peter Lam, Chairman of the HKTb, said: "Hong Kong celebrates Chinese New Year in the most jovial manner. Apart from the HKTb's splendid parade, the city will be immersed in a festive atmosphere, with attractions and shopping malls putting up colourful decorations and organising festive events to attract visitors. To mark the 20th anniversary of the establishment of the HKSAR, this year's parade will be scaled up to feature an impressive performance line-up."

Dr Lam continued: "The HKTb has also shortlisted 20 auspicious attractions around Hong Kong to encourage visitors to explore different districts and spend Chinese New Year like a local. The

HKTB would like to express its gratitude to all the participating and supporting organisations. In particular, we would like to thank Cathay Pacific Airways, which is the parade's title sponsor for the 19th consecutive year, and China Construction Bank (Asia), which is the parade route supporting organisation for the third year."

Mr Ivan Chu, Chief Executive of Cathay Pacific Airways, said: "Cathay Pacific is very proud to be the title sponsor of the International Chinese New Year Night Parade for the 19th consecutive year. This is one of the most vibrant spectacles on the Hong Kong events calendar, and it has been a pleasure to watch it become one of the main focal points of the Chinese New Year celebrations. We look forward to celebrating the beginning of the Year of the Rooster with the people of Hong Kong and thousands of visitors from around the world."

A parade brimming with action and surprises

The parade will start at 8pm on the first day of Chinese New Year, showcasing 10 floats, as well as 13 international and 13 local performing troupes. One of the highlights includes a first-ever collaboration between two marching bands, Hong Kong's own The Pegasus Vanguard and the Bluecoats Drum & Bugle Corps from the United States. Both were champions at the prestigious Drum Corps International World Championships. Award-winning performers specialising in artistic cycling, rope skipping and Latin dancing will also be performing.

In addition, the HKTB has arranged roving performances, including dancing troupes, magic shows and clown acts, presented by nearly 30 performing groups to warm up the crowd starting at 6pm along the parade route. Close to 350 local youngsters will act as "Lucky Buddies", giving out about 13,000 festive gift packs as an expression of good wishes, and Russian confectionery artist "Candy King" will ensure spectators have a sweet beginning to the Year of the Rooster with his handmade cotton candy.

20 auspicious attractions recommended to ensure a memorable trip for visitors

To encourage visitors to explore Hong Kong and its unique culture in depth, the HKTB has shortlisted 20 auspicious attractions around the city to help them spend Chinese New Year like a local and experience the characteristics of different districts.

Other exciting programmes celebrating Chinese New Year

Hot on the heels of the International Chinese New Year Night Parade is a public display of the floats from the 2nd day until the 16th day of Chinese New Year (29 January to 12 February) in Tai Po Lam Tsuen. On 29 and 30 January, various international performing troupes will grace venues, including Lee Tung Street in Wan Chai, Temple Mall South in Wong Tai Sin and pentahotel Hong Kong, Kowloon in San Po Kong, with their entertaining shows. The HKTB also recommends visitors to check out other exciting Chinese New Year programmes, such as the Lunar New Year Fireworks Display and Chinese New Year Race Day, for a richer Hong Kong experience.

For details of the 2017 Cathay Pacific International Chinese New Year Night Parade, please visit the HKTB website: DiscoverHongKong.com/ChineseNewYear.

Photo Caption 1



The International Chinese New Year Night Parade starts at the Hong Kong Cultural Centre Open Piazza and proceeds along Canton Road, Haiphong Road, Nathan Road and Salisbury Road, ending outside the Sheraton Hong Kong Hotel & Towers.

Photo Caption 2



Dr Peter Lam (*second right*), Chairman of the HKTB, and Mr Ivan Chu (*second left*), Chief Executive of Cathay Pacific Airways, officiate at the “2017 Cathay Pacific International Chinese New Year Night Parade” press conference.

Photo Captions 3



Dr Peter Lam (*fourth right, front row*), Chairman of the HKTB, and Mr Ivan Chu (*fourth left, front row*), Chief Executive of Cathay Pacific Airways, are joined by Ms Miranda Kwok (*second right, front row*), President and Executive Director of China Construction Bank (Asia), parade route sponsor; Mr Kevin Lam (*second left, front row*), Director of Sales & Marketing of pentahotel Hong Kong, Kowloon, official hotel sponsor; and representatives from other sponsoring and supporting organisations for a group photo.

Photo Captions 4



Close to 350 “Lucky Buddies” will start performing and giving out festive gift packs commemorating the 20th anniversary of the establishment of the HKSAR to spectators along the parade route starting at 6pm on the first day of Chinese New Year.

Photo Captions 5 & 6



The parade will be graced by 13 international performing troupes, including first-time participants Giant Flowers and Butterflies from France (*left*) and Wheelartistics Wuppertal from Germany (*right*).

Photo Captions 7 & 8



Over 3,000 local and international performers will take part in the parade this year, including two world-champion marching bands, Bluecoats Drum & Bugle Corps (*left*) from the United States and The Pegasus Vanguard (*right*) from Hong Kong.

Photo Caption 9



With the help of a feng shui expert, the HKTb has shortlisted 20 auspicious attractions to help tourists explore different districts for a feel of the rich ambience of the cultural celebrations.

- Ends -

For media enquiries, please contact:

Hong Kong Media

Miss Agnes Chang

Tel: 2807 6436

Fax: 2503 6169

E-mail: agnes.chang@hktb.com

Mainland and Overseas Media

Miss Stephanie Ng

Tel: 2807 6138

Fax: 2503 6138

E-mail: stephanie.ng@hktb.com

During non-office hours, please contact:

Hong Kong media: 8200 7860; Mainland and overseas media: 8100 8935.