



PRESS RELEASE 新聞稿

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The Expanded Hong Kong Dragon Boat Carnival with 14 Food Trucks Presenting Local Delicacies

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

Organised by the Hong Kong Tourism Board (HKTb) and co-organised by the Hong Kong China Dragon Boat Association (HKCDBA), the Hong Kong Dragon Boat Carnival will return to the Central Harbourfront from 2 to 4 June, with the largest number of international teams and athletes ever. Featuring the CCB (Asia) Hong Kong International Dragon Boat Races and the San Miguel BeerFest, the Carnival is set to be an exciting, fun-filled event for everyone.

The Carnival is also one of the events commemorating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). To raise the excitement level, the venue size has been increased by half and new race categories have been added. Landside, elements of local culture will be injected into the carnival, and for the first time, 14 food trucks will gather in the same place, presenting local delicacies to the public.

HKTb Chairman Dr Peter Lam said, “This year, the Carnival has attracted the largest number of international dragon boat teams and athletes ever. On top of being an international event, the Carnival features local cultural elements, which will offer visitors a memorable experience. A newly added special race, the ‘HKSAR 20th Anniversary CCB (Asia) Trophy’, will see top teams from 18 districts in Hong Kong compete for glory. On behalf of the HKTb, I would like to express my sincere gratitude to the related government departments, and all the sponsors and supporting organisations, especially China Construction Bank (Asia) and San Miguel Brewery Hong Kong Limited (San Miguel), for their longstanding support and splendid programmes to enrich the content of the carnival.”

HKCDBA President Dr Raymond Ma said: “The Hong Kong International Dragon Boat Races are the oldest event in the history of modern dragon boat racing, attracting a flock of world-class teams to the city every year. This year, over 5,000 athletes from



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12 countries and regions will battle for a total of 27 championships. The HKCDBA is dedicated to promoting dragon boating to enhance its popularity in the community. With the enthusiastic support of the participating teams, we believe the Races will be an enormous benefit to promote dragon boating and our dragon boat heritage.”

CCB (Asia) is again the title sponsor of the CCB (Asia) Hong Kong International Dragon Boat Races, which is recognised as an “M” Mark Event by the Major Sports Events Committee. Ms Miranda Kwok Pui-fong, President & Executive Director of China Construction Bank (Asia), said: “This is the fifth consecutive year for our bank to title-sponsor the CCB (Asia) Hong Kong International Dragon Boat Races which is an internationally renowned mega-event being recognised as one of the significant events to celebrate the 20th anniversary of Hong Kong Special Administrative Region. To celebrate this major milestone, CCB (Asia) is honoured to title-sponsor the HKSAR 20th Anniversary CCB (Asia) Trophy. In addition to displaying a real dragon boat designed by the artists of the Arts with the Disabled Association Hong Kong (ADAHK) as well as organising CCB (Asia) Row for Charity again this year, we would set up a CCB (Asia) Charity Blessing Corner to further increase our efforts in raising funds for ADAHK in this festive event. Last but not least, on behalf of CCB (Asia), I would like to express my heartfelt thanks to the HKTB and HKCDBA for organising the CCB (Asia) Hong Kong International Dragon Boat Races, and congratulate all participants in advance on scaling new heights and making the event even more successful!”

Hong Kong Dragon Boat Carnival contains races, food, charity and entertainment elements. Highlights include the following:

- **International and creative dragon boat races**
 - Over 5,000 athletes from 12 countries and regions, including 116 local teams and 48 Mainland and overseas teams, the largest number of overseas teams and dragon boat athletes ever, will participate.
 - Dragon boat teams from 18 districts in Hong Kong will battle for the newly added ‘HKSAR 20th Anniversary CCB (Asia) Trophy’.
 - A special obstacle race, called the “Red Bull Dragon Roar”, will be staged on 4 June, and the much-loved “Fancy Dress Race”, in which participants can wear unique outfits will also take place on the same day.
- **14 food trucks gathering in one place for the first time**
 - Fourteen food trucks will gather at the venue for the first time ever to present local delicacies, along with a limited time promotion with San Miguel – for each



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single-purchase transaction worth HK\$60 at designated food trucks, festival-goers can enjoy a buy one, get one free beer offer.

- **Full of local elements**

- CCB (Asia) commissioned artists from the ADAHK to craft a new design for the dragon boat and giant paddle display. Local art groups are also displaying a large dragon boat graffiti wall.
- Old Hong Kong streets will be reproduced in the Photo Zone of the San Miguel BeerFest. Popular local groups, singers and DJs will perform to create a party atmosphere.
- There will be an array of local handicraft stalls and game booths for all ages.

- **Full support to charity**

- Visitors can join CCB (Asia) Row for Charity to experience dragon boat paddling on dry land. The more mileage participants clock up, the more fund CCB (Asia) will pay to the ADAHK.
- Visitors can also donate HK\$20 or above to purchase a dragon boat-shaped wishing plaque and hang it on the shelf at CCB (Asia) Charity Blessing Corner. All donations will go to the ADAHK.

“The Hong Kong Dragon Boat Carnival” is an accredited event celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). To share the joy of the 20th Anniversary, the HKSAR Government is joining hands with different sectors to organise a wide variety of activities and events under the theme "Together • Progress • Opportunity". For more details on 20th Anniversary events and activities, please visit: www.hksar20.gov.hk/eng.



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About the Hong Kong Dragon Boat Carnival

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|---------------------------------|---|
| Date | 2-4 June 2017 (Friday to Sunday) |
| Programme Highlights & Schedule | <ul style="list-style-type: none">• CCB (Asia) Hong Kong International Dragon Boat Races: 2 June (Friday) – 12pm to 5:30pm 3 - 4 June (Saturday and Sunday) – 8:30am to 5:30pm• San Miguel BeerFest: 2 June (Friday) – 1pm to 10pm 3 - 4 June (Saturday and Sunday) – 10am to 10pm• Food Trucks Gala 2 June (Friday) – 4pm to 10pm 3 - 4 June (Saturday and Sunday) – 1pm to 10pm |
| Venue | Central Harbourfront (The auditorium is near Central Pier No. 10.) |
| Admission | Free |
| Details | www.DiscoverHongKong.com/DragonBoat/eng |

Photo Caption 1



Officiating at the ceremony are (*from left*) Ms Miranda Kwok, President & Executive Director of CCB (Asia), Dr Peter Lam, Chairman of the HKTb, Dr Raymond Ma, President of the HKCDBA, and Mr Simon Chan, Group Brand Manager of San Miguel.



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Photo Caption 2



Dr Peter Lam, Chairman of the HKTB (*fourth left, front row*), Dr Raymond Ma, President of the HKCDBA (*fourth right, front row*), Ms Miranda Kwok, President & Executive Director of the CCB (Asia) (*third left, front row*), Mr Simon Chan, Group Brand Manager of San Miguel (*third right, front row*), and Mr Anthony Lau, Executive Director of the HKTB (*second left, front row*), are joined by representatives from other sponsoring and supporting organisations and dragon boat athletes for a group photo.

Photo Captions 3 – 5



CCB (Asia) commissioned ADAHK artists to design the new dragon boat and giant paddle to display at the Carnival. By making a donation, the public can also write down their wishes on the wishing boards and hang them in the charity blessing corner.

Photo Caption 6



Dragon boat athletes share their race preparation strategies at the press conference.



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Photo Caption 7



Over 5,000 athletes from 12 countries and regions will compete for 27 championships in the CCB (Asia) Hong Kong International Dragon Boat Races this year.

– Ends –

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