



PRESS RELEASE 新聞稿

Date : 3 August 2017

Total Pages : 2

The Three-Day ICBC (Asia) e-Sports & Music Festival Hong Kong Starts Tomorrow

Media can download the press release, photos and videos from the HKTb website:

- FTP (valid until 30 September 2017 for downloading press release, photos and videos) : <ftp://emfhk2017-b:445566@ftpsvr01.hktb.com/>
- Press release : http://partnernet.hktb.com/tc/about_hktb/news/press_releases/index.html

Organised by the Hong Kong Tourism Board (HKTb), with ICBC (Asia) as the title sponsor, the all new three-day summer extravaganza “ICBC (Asia) e-Sports & Music Festival Hong Kong” will start tomorrow (4 Aug) at the Hong Kong Coliseum. The Festival features three dynamic elements, including the world’s first-ever “Return of the Legends” e-sports tournament, the first-ever SMTOWN SPECIAL STAGE in HONG KONG, and the Festival Zone for all ages.

Tomorrow will be the first day of the Festival, with various events and activities staged, including the first semi-final of the “Return of the Legends” tournament, with Team Europe versus Team Taiwan/ Hong Kong/ Macau, and the Festival Zone located in the Hong Kong Coliseum Piazza, showcasing the latest games and related products for tryout. The related activities are as follows:

Activities	Time	Venue	Details
E-sports tournament			
“Return of the Legends” semi-final	10am	Hong Kong Coliseum Arena	Team Europe vs. Team Taiwan/Hong Kong/Macau (for ticket holders only)
Festival Zone (in the Piazza)			
Unique photo opportunity	11am – 10pm	Booth B01	The Egyptian game setting of <i>Assassin’s Creed Origins</i> , which will be released in October this year, will be set up for visitors to take photos

Food booths and food trucks	11am –10pm	Food Garden	Lineup of 9 food booths and 6 food trucks for a local gourmet experience
Mini Tournament (the latest game)	12noon	Mini stage	Visitors can challenge each other in the latest games <i>Gundam Versus</i>
Mini Tournament (classic games)	2:30pm		Mini tournament of classic game <i>Street Fighter II</i> , with local Street Fighter e-sports player Humanbomb taking one-on-one challenges from visitors
Local KOL Challenge	5pm – 7pm		Local KOLs compete in games from classics to the latest hits, including <i>Teteris</i> , <i>Super Mario Bros-Speed Run</i> and <i>Street Fighter II</i>
“Return of the Legends” Autograph Session	7:30pm		Team Mainland China and Team North America autograph session (quota tags will be allotted at 4:30pm)

The entrance fee for Festival Zone is HK\$10. Ticket holder can receive food and drink coupons of the same value, which can be used in the Festival Zone. During the Festival, members of public can purchase tickets at the box office located in the Hong Kong Coliseum Piazza. Ticket holder of “Return of the Legends” or SMTOWN SPECIAL STAGE in HONG KONG can receive a free wristband for admission to the Festival Zone on the same day. For more ticketing and other details about “ICBC (Asia) e-Sports & Music Festival Hong Kong”, please visit the event website (website: www.emfhk.com).

“ICBC (Asia) e-Sports & Music Festival Hong Kong” 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 the 20th Anniversary events and activities, please visit: www.hksar20.gov.hk/eng.

– End –

For media enquiries, please contact:

Hong Kong Media

Miss Carina Lee

Tel : 2807 6221

Fax : 2503 6253

E-mail : carina.lee@hktb.com

Mainland and Overseas Media

Miss Vivian Li

Tel : 2807 6206

Fax : 2503 6206

E-mail : vivian.li@hktb.com

During non-office hours, please contact:

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