

Organiser



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The BOCHK Hong Kong New Year Countdown Celebrations 2017 wrapped up colourfully

Media can download the press release and photos from the HKTB website:

- FTP (valid until 31 January 2017): <ftp://NYCD2016-b:445566@ftpsvr01.hktb.com/>
- Press release: http://partnet.hktb.com/en/about_hktb/news/press_releases/index.html

Organised by the Hong Kong Tourism Board (HKTB) and title-sponsored by the Bank of China (Hong Kong) Limited (BOCHK), the BOCHK Hong Kong New Year Countdown Celebrations 2017 was held successfully. It was the HKTB's first celebratory event commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR) and attracted hundreds of thousands of locals and overseas visitors to welcome 2017 on both sides of Victoria Harbour.

This year, the show was extended from 8 to 10 minutes and combined fireworks, pyrotechnics, music and special lighting effects for a spectacular visual impact. The Hong Kong Convention and Exhibition Centre, along with six other participating buildings on Hong Kong Island, served as the focal point of the show. To hike up the ambience before the show, the HKTB also organised a street party near Star House in Tsim Sha Tsui with local pop singers and bands.

The launch ceremony was graced by The Hon C Y Leung, Chief Executive of the HKSAR, and Mrs Leung, Mr Yang Jianping, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR, Mr Gregory So, Secretary for Commerce and Economic Development, Dr Peter Lam, Chairman of the HKTB, and Mr Yue Yi, Vice Chairman and Chief Executive of title sponsor BOCHK.

The pyrotechnic musical kicked off when the clock struck midnight. Fireworks, pyrotechnics, and the newly-added special lighting effects were launched concurrently with festive music to the delight of spectators on both sides of the harbour. To celebrate the 20th anniversary of the establishment of the HKSAR, special pyrotechnics were launched just above the harbour to mimic the effect of a 20-gun salute. Other elements added to create a richer visual experience included new patterns of stars and butterflies.

2017 also marks the centenary of the establishment of the Bank of China in Hong Kong. Fireworks showing BOCHK logo and the numeral '100' were also included to celebrate this milestone. To spread new year blessings, BOCHK also invited underprivileged families to watch the show on-site.

In addition to broadcasting the event live via satellite to major media organisations around the

world, the HKTB arranged live broadcasts on social media and video platforms to attract people globally to join in the festivity.

The BOCHK title-sponsored this year's event to unveil its centenary celebrations and celebrate this special year with locals and visitors alike. A photo and short film competition has also been organised inviting the public to capture the most spectacular moments of BOCHK Hong Kong New Year Countdown Celebrations, the winners of which will be awarded BOC credit card free spending credit of HK\$10,000. In addition, the Bank of China Tower was lit up with special illuminations for the countdown celebrations. For details of the photo and short film competition, please visit: www.bochk.com/dam/bochk/desktop/home/photocomp/en/index.html

Photo Caption 1



Officiating at the launch ceremony of the BOCHK Hong Kong New Year Countdown Celebrations 2017 were The Hon C Y Leung, Chief Executive of the HKSAR, and Mrs Leung (third and second right), Mr Yang Jianping (second left), Deputy Director of the Liaison Office of the Central People's Government in the HKSAR, Mr Gregory So (far right), Secretary for Commerce and Economic Development, Dr Peter Lam (third left), Chairman of the HKTB, and Mr Yue Yi (far left), Vice Chairman and Chief Executive of title sponsor Bank of China (Hong Kong) Limited.

Photo Captions 2 & 3



The 10-minute pyrotechnic musical kicked off when the clock struck midnight. The numeral 2017 was displayed on the façade of the Hong Kong Convention and Exhibition Centre, with fireworks and pyrotechnics launched concurrently.

Photo Caption 4



To celebrate the 20th anniversary of the establishment of the HKSAR, special pyrotechnics were launched just above the harbour to mimic the effect of a 20-gun salute.

Photo Caption 5



The show featured new patterns of stars.

Photo Captions 6 & 7



To hike up the ambience before the show, the HKTB organised a street party near Star House in Tsim Sha Tsui, featuring pop singers and bands, including Supper Moment and Phil Lam.

Photo Caption 8



Members of the public got a chance to “make a wish on a shooting star” when pyrotechnic “shooting stars” in four different colours were launched every 15 minutes from the rooftops of six participating buildings on Hong Kong Island. The different colours of the shooting stars stand for joy, health, every success and prosperity.

Photo Caption 9



To spread new year blessings, BOCHK also invited underprivileged families to watch the show on-site.

- Ends -

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