

PRESS RELEASE 新聞稿

Date : 29 January 2018

Total Pages : 4

Strongest international line-up ever featuring world-champion troupes at the Cathay Pacific International Chinese New Year Night Parade to usher in the Year of the Dog

Media can download the press release and other materials from the HKTB website:

- FTP (valid until 31 March 2018 for downloading press release and related photos and videos) : <ftp://2018ICNYP-a:445566@ftpsvr01.hktb.com/>
- Press release : http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

The annual celebratory event for the start of the Lunar New Year, the Cathay Pacific International Chinese New Year Night Parade, will be held on the first day of Chinese New Year (16 February) in Tsim Sha Tsui. Organised by the Hong Kong Tourism Board (HKTB), the mega event is title-sponsored by Cathay Pacific Airways for the 20th consecutive year. The celebratory spirit is aptly summed up with the theme “Best Fortune. World Party.”. In addition to showcasing all the decorative floats, the parade has been scaled up to feature the strongest cast ever, including world-champion troupes and world record holders, who will provide challenging performances and dynamic entertainment for visitors along the parade route. In order to warm up the crowd and create a jubilant atmosphere, the HKTB has organised roving performances by around 30 performing groups along the route prior to the parade.

Dr Peter Lam, Chairman of the HKTB, said: “Hong Kong's Chinese New Year is dynamic and vibrant. Apart from the HKTB's splendid parade, various festive events will be organised throughout the city. It is an invaluable occasion for visitors to experience the city's festive ambience and local culture in person. To drive more overnight visitors, the HKTB will join hands with the travel trade to promote a series of Chinese New Year tour products in various source markets. This year is the 23rd staging of the parade. After years of effort by all parties, the parade has become a world class event that attracts many visitors every year and has generated huge international publicity for Hong Kong through extensive media coverage. I would like to express my sincere gratitude to all participating and supporting organisations, in particular, Cathay Pacific Airways, the parade's title sponsor, and China Construction Bank (Asia), the parade route sponsor, and all the relevant government departments for their full support and cooperation.”

Mr Rupert Hogg, Chief Executive Officer of Cathay Pacific Airways said: “The International Chinese New Year Night Parade is an event that highlights everything that's great about Hong Kong. It's a vibrant, colourful and fun-filled spectacle and the perfect way to begin the Lunar New Year festivities. This is the most important time of the year among the Chinese community, when everyone gets together to celebrate with families and friends. From a Cathay Pacific

perspective, we are proud to play a part in the celebrations. By flying to over 200 international destinations, we help to reunite people with their families, wherever in the world they may be. That's why we have sponsored the parade for 20 consecutive years. We look forward to welcoming the Year of the Dog together with tens of thousands of people from Hong Kong and beyond."

The strongest-ever international performance line-up

The 2018 Cathay Pacific International Chinese New Year Night Parade will start at 8pm on the first day of Chinese New Year (16 February), showcasing nine floats, as well as 14 international and 11 local performing troupes, for a total of 34 performing groups. This year, the event will have the strongest international performance line-up ever, including a number of world champions and world record holders:

- XPOGO Stunt Team from the USA, holder of 13 Guinness World Records
- Diaboloism from Taiwan, world champion in Diabolo
- Zee Comedy Magic & Zeejay Juggler from the Czech Republic, awards winner and world record holder
- Unicycle Circus Theatre "Witty Look" from Japan, winner of various International Busking Awards
- Jugglers Vision from Japan, three-time National Juggling winner in Japan; includes a performer from Cirque du Soleil

Pre-parade street party with around 30 performing groups

Around 30 performing groups will start at about 6pm along the parade route to warm up and interact with the crowd with diverse roving performances, including dance, magic shows, costumed characters interacting with the spectators and busking.

The Chinese New Year celebrations continue with exciting programmes

To bring the festive atmosphere to all corners of the city, a public display of the floats will follow the Cathay Pacific International Chinese New Year Night Parade starting from the second day of Chinese New Year (17 February) in Tai Po Lam Tsuen. On 17 and 18 February, various international performing groups will grace the venues Tai Po Lam Tsuen, Temple Mall North 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, Chinese New Year Race Day, and Hong Kong Well-wishing Festival, to enjoy Hong Kong's dynamic Chinese New Year like a local.

For details of the 2018 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 (third right), Chairman of the HKTb, and Mr Rupert Hogg (fourth right), Chief Executive Officer of Cathay Pacific Airways, officiate at the “2018 Cathay Pacific International Chinese New Year Night Parade” press conference.

Photo Caption 3



Dr Peter Lam (fourth right, front row), Chairman of the HKTb, and Mr Rupert Hogg (fourth left, front row), Chief Executive Officer 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 & 5



The parade will feature 14 international performing troupes, many of which are world-class performers, including 13 Guinness World Record holders, the XPOGO Stunt Team from the USA (*left*), and world champions in Diabolo, Diaboloism from Taiwan (*right*).

– Ends –

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