

PRESS RELEASE 新聞稿

Date: 14 January 2017

Total Pages: 2

2017 Cathay Pacific International Chinese New Year Night Parade All spectator-stand tickets are sold out

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

All spectator-stand tickets for the Hong Kong Tourism Board's (HKTB) 2017 Cathay Pacific International Chinese New Year Night Parade are sold out. The HKTB would like to express its heartfelt gratitude for the enthusiastic support of all ticket purchasers, and invite non-ticket holders to enjoy the spectacle along the parade route in Tsim Sha Tsui.

The 2017 Cathay Pacific International Chinese New Year Night Parade is one of the HKTB's celebratory events commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region. It will start at 8pm on the first day of Chinese New Year (28 January). Themed "Best Fortune. World Party.", the parade will feature 10 vibrant, decorative floats and around 3,000 local and international performers, the largest number in the event's history, including world-champion troupes from around the world. The parade will start at the Hong Kong Cultural Centre and proceed along Canton Road, Haiphong Road and Nathan Road, ending outside the Sheraton Hong Kong Hotel & Towers.

The estimated time the first float will reach each checkpoint is as follows:

- Hong Kong Cultural Centre 8.15pm
- Canton Road 8.30pm
- Haiphong Road 8.50pm
- Nathan Road 9pm

The HKTB has also arranged roving performances, including dancing troupes, magic shows and clown acts 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.

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

– Ends –

For media enquiries, please contact:

Miss Jane Ha

Tel: 2807 6563

Fax: 2503 6183

E-mail: jane.ha@hktb.com

During non-office hours, please contact:

Hong Kong media: 8200 7860.