



PRESS RELEASE 新聞稿

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Jackson Wang Appointed Hong Kong Tourism Envoy by the HKTB Promoting Hong Kong's diverse appeals to visitors worldwide

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

- Video & photos: <ftp://JacksonCrowning:654321@ftpsvr01.hktb.com/>
(valid until 31 December 2018)
- Press release: http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Pop idol Jackson Wang has been named 'Hong Kong Tourism Envoy' by the Hong Kong Tourism Board (HKTB). As the HKTB's first tourism envoy, the Hong Kong-born rapper and dancer will promote the diverse tourism appeal, and the vibrant and unique travel experiences of his hometown to visitors worldwide.

An appointment ceremony was held today to celebrate this important role. Receiving the title from HKTB Deputy Executive Director Ms Becky Ip, Jackson shared with guests and members of the media his personal attachment to Hong Kong. Jackson also introduced to the attendees several of his favourite hangouts and places not to be missed. As Chinese New Year is just around the corner, the pop idol gave his blessings to visitors and the people of Hong Kong by showing off his calligraphy skills, composing hand-written couplets in Chinese and English.

Speaking on his appointment, Jackson said "I am honoured to be invited by the HKTB to take up this role. As 'Hong Kong Tourism Envoy', I can now play a part in promoting my beloved home and birth place to visitors from around the world. I am also very excited to take part in the HKTB's International Chinese New Year Night Parade for the first time on the evening of the first day of Chinese New Year. I will be greeting Hong Kong and the world on the HKTB's fantastic float to celebrate the turn of the year, with dancers, marching bands and spectators through the streets of Tsim Sha Tsui."

Jackson will participate in a number of video and photo-shoots to complement the HKTB's marketing efforts in promoting Hong Kong's diverse and vibrant travel experiences. As 'Hong Kong Tourism Envoy', he will be introducing to visitors in these campaigns some of the many exciting aspects of Hong Kong, including arts, entertainment, sports, outdoor activities, gourmet food and night life.

Photo Caption 1



Ms Becky Ip, Deputy Executive Director of the HKTB, appoints Jackson ‘Hong Kong Tourism Envoy’.

Photo Caption 2



During the ceremony, Jackson reflects on his appointment as ‘Hong Kong Tourism Envoy’ by the HKTB.

Photo Caption 3



Jackson wishes visitors and the people of Hong Kong a prosperous Year of the Dog by composing hand-written couplets in Chinese and English.

Photo Caption 4 - 5



Jackson participates in the HKTb's marketing efforts to promote Hong Kong's diverse travel experiences.

– Ends –

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