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Pop idol Jackson Wang takes part in the Chinese New Year parade as Hong Kong Tourism Envoy

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

- FTP (valid until 31 December 2018 for downloading press release and related photos and videos) : <ftp://JacksonCrowning:654321@ftpsvr01.hktb.com/>
- Press release : http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

In early February this year, pop idol Jackson Wang was named ‘Hong Kong Tourism Envoy’ by the Hong Kong Tourism Board (HKTB) to promote the city’s diverse travel experiences.

Today, on the first day of Chinese New Year (16 February), Jackson, in his role of ‘Hong Kong Tourism Envoy’, joined the 2018 Cathay Pacific International Chinese New Year Night Parade, organised by the HKTB, in Tsim Sha Tsui for the first time. He greeted visitors and local residents from the HKTB’s float and wished them a prosperous Year of the Dog.

The locally born idol found celebrating the Chinese New Year celebrations in Hong Kong to be uniquely fabulous, as traditional decorations were found across the city, and streets were filled with festive joy and vibrancy. Born in the Year of the Dog, he was very excited about the coming year of his own Chinese zodiac, and was elated to have the opportunity to greet the crowd on the HKTB’s float and join the Parade. Jackson said, “I’m delighted to be part of the Parade. Best of all is having the opportunity to go through the streets of Tsim Sha Tsui on the HKTB’s float, soaking in the festive spirit and joy of the Chinese New Year. I’m looking forward to participating in the HKTB’s future events to recommend the best local happenings and Hong Kong’s unique tourism appeal to visitors.”

Jackson will participate in a number of videos and photo-shoots to complement the HKTB’s marketing efforts in promoting Hong Kong’s rich and diversified travel experiences. As ‘Hong Kong Tourism Envoy’, he will showcase to visitors some of the many exciting facets of Hong Kong, including the arts, entertainment, sports and outdoor activities, and food and wine offerings, and introduce the most authentic and vibrant

Hong Kong from the perspective of a local. The HKTB will release these photos and videos in various source markets on major video and social media platforms, and in its public relations initiatives.

For details of the 2018 Cathay Pacific International Chinese New Year Night Parade, please visit the HKTB website: DiscoverHongKong.com/ChineseNewYear

Photo Caption 1



Before the Parade, Jackson Wang, Hong Kong Tourism Envoy joins Mr Edward Yau, Secretary for Commerce and Economic Development of the HKSAR Government for a photo.

Photo Caption 2



Jackson poses in front of the HKTB's float before the Parade.

Photo Caption 3-4



Jackson Wang, Hong Kong Tourism Envoy, joins the HKTB on its float and takes part in the International Chinese New Year Night Parade for the first time, greeting visitors and locals along the route.

– Ends –

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