



## PRESS RELEASE 新聞稿

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### **The HKTB Boosts Hong Kong Sevens Promotions Giant Rugby Ball in Victoria Harbour Bringing a Festive Ambiance to Town**

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

Photos & Video: <ftp://2018HKS-b:445566@ftpsvr01.hktb.com/>(valid until 30 June 2018)/

<http://www.image.net/hksevens2018>

Press release: [http://partnernet.hktb.com/tc/about\\_hktb/news/press\\_releases/index.html](http://partnernet.hktb.com/tc/about_hktb/news/press_releases/index.html)

Rugby 7s fever is sweeping through the city! The world-renowned Hong Kong Sevens will be staged at the Hong Kong Stadium from 6 to 8 April this year. To promote this major annual sporting event, the Hong Kong Tourism Board (HKTB) is displaying the first-ever, 25-metre tall (about 10 stories high) Giant Floating Rugby Ball on the world-famous Victoria Harbour from today (3 April) until 8 April, extending the lively atmosphere of the Sevens from the stadium to the centre of the city.

Dr Peter Lam, HKTB Chairman, said, “The HKTB always strives to promote diverse travel experiences, of which sports and outdoor activities are one of the core elements. Hong Kong, as the events capital of Asia, holds many sporting events every year. Among them is the iconic Hong Kong Sevens, which is very popular, especially for long-haul visitors. To ramp up the promotion of the event this year and extend the Sevens atmosphere to the centre of the city, the HKTB is displaying the first-ever Giant Floating Rugby Ball in Victoria Harbour. Through international media coverage and promotion on digital and social media, we also aim to highlight Hong Kong’s premier role as one of the host cities for The World Rugby Sevens Series and thus increase international exposure for the event and for Hong Kong.”

The Giant Rugby Ball display was unveiled today in Victoria Harbour. Guests attending the unveiling ceremony were Mr Edward Yau, Secretary for Commerce and Economic Development, Dr Peter Lam, HKTB Chairman, Mr Joe Wong, Commissioner for Tourism, Mr Pieter Schats, Chairman of the Hong Kong Rugby Union and the 2016-17 World Rugby Sevens Series champion South Africa. The guests also took photos before the giant rugby installation.

In addition to the 10-storey-tall Giant Rugby Ball display set up by the HKTB, residents and visitors can participate in fun-filled events around the city before and during the Hong Kong Sevens, including a carnival in Lee Gardens in Causeway Bay from 24

March to 8 April and a kick-off concert in Queen Elizabeth Stadium in Wanchai on 5 April. The HKTB will actively promote the Hong Kong Sevens through digital and social media, and its visitor service centres, hotlines and worldwide offices to encourage visitors to fully immerse themselves in the festive Sevens ambience in Hong Kong!

### Photo Caption 1



(From left to right) Mr Joe Wong, Commissioner for Tourism, Mr Edward Yau, Secretary for Commerce and Economic Development, Dr Peter Lam, HKTB Chairman, and Mr Pieter Schats, Chairman of the Hong Kong Rugby Union officiate at unveiling ceremony of the Giant Floating Rugby today.

### Photo Caption 2



The 2016-17 World Rugby Sevens Series champion South Africa is joined by the 4 officiating guests, Mr Anthony Lau (second row, second left), HKTB Executive Director and other guests for a group photo in front of the Giant Rugby Ball display.

### **Photo Caption 3**



The 10-storey Giant Floating Rugby Ball, set up by the HKTb to promote the Hong Kong Sevens, will be moored in the Harbourfront area in front of the Hong Kong Cultural Centre from today until the 8 April.

– Ends –

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