

PRESS RELEASE 新聞稿

Date : 5 February 2019

Total Pages : 4

International Chinese New Year Night Parade Welcomes the Year of the Pig with World-class Performance Line-up

Media can download related photos, videos and materials from the links below:

- <https://hktb.filecamp.com/public/files/2jpj-8btkkq57> (valid until 30 April 2019)
- www.image.net/cny2019 (Getty Images)

Welcome to the Year of the Pig! Featuring 9 festive floats, 13 Mainland and international, and 12 local performing groups, including world-class performers and world record holders, the 2019 Cathay Pacific International Chinese New Year Night Parade was staged at 8pm tonight (5 February, on the first day of the Year of the Pig) in Tsim Sha Tsui. Organised by the Hong Kong Tourism Board (HKTB), the parade featured entertaining and challenging performances and stunts to present a vibrant Chinese New Year celebration for visitors and local residents alike.

This year marked the 24th edition of the parade, with Cathay Pacific Airways as the title sponsor for the 21st consecutive year, and China Construction Bank (Asia) as the route sponsor for the fifth year in a row. The launch ceremony of the parade was officiated by The Hon Mrs Carrie Lam, Chief Executive of the Hong Kong Special Administrative Region (HKSAR); Mr. Edward Yau, Secretary for Commerce and Economic Development of the HKSAR Government; Dr Peter Lam, Chairman of the HKTB; Mr. Paulo Pong, HKTB Board Member, and Chairman of the Product and Event Committee; and Mr Rupert Hogg, Chief Executive Officer of Cathay Pacific Airways, the title sponsor.

Themed ‘Best Fortune. World Party.’, the parade featured 34 floats and performing troupes from over 11 countries and regions. It consisted of a number of world-renowned performing teams and world record holders, including *Junior New System* from the Philippines, which gained fame in the American talent show “America’s Got Talent”, *Face Team Acrobatic Korfball* from Hungary, which holds 10 Guinness records, *Hiplet Ballerinas* from the US, whose videos have achieved overwhelming popularity on social media platforms, and multi-award-winning Austrian acrobatic troupe *The Freaks Acrobatic Show*.

On top of the entertaining performances, this year's parade included some new fun elements. While watching the parade, visitors and locals had a chance to participate in a

festive mobile game launched by the Quality Tourism Services Association and win prizes and rewards worth HK\$3 million, including an auspicious golden pig! The HKTB also held roving performances along the route starting at 6pm, with 18 performing groups giving out gifts and interacting with spectators before the show.

To raise the international profile of Hong Kong as one of the best places to celebrate Chinese New Year, the HKTB broadcast the parade live by satellite and fibre transmission to global television networks, major newswires and international cruise liners for live coverage.

Hot on the heels of the 2019 Cathay Pacific International Chinese New Year Night Parade there will be a public display of the floats in Tai Po Lam Tsuen from the 2nd to the 15th day of Chinese New Year (6 to 19 February). On 6 and 7 February, various international performing troupes will grace Tai Po Lam Tsuen and Temple Mall North in Wong Tai Sin with their entertaining shows.

For details of the 2019 Cathay Pacific International Chinese New Year Night Parade and other activities during Chinese New Year, please visit the HKTB website: DiscoverHongKong.com/ChineseNewYear/.

Photo Caption 1



Officiating the 2019 Cathay Pacific International Chinese New Year Night Parade launch ceremony are The Hon Mrs Carrie Lam (*centre*), Chief Executive of the HKSAR; Mr Edward Yau (*second right*), Secretary for Commerce and Economic Development of the HKSAR Government; Dr Peter Lam (*second left*), Chairman of the HKTB; Mr Paulo Pong (*first right*), HKTB Board Member, and Chairman of the Product and Event Committee; and Mr Rupert Hogg (*first left*), Chief Executive Officer of Cathay Pacific Airways, the title sponsor.

Photo Captions 2–3



The float of Cathay Pacific Airways, title sponsor of the parade, combines energetic drum beating, a dynamic dance performance by cabin crew and ground staff, and a big screen with well-wishing messages, spreading positive energy and good luck to the crowd.

Photo Caption 4



Route sponsor China Construction Bank (Asia) debuts with its float “Pioneer Express”, inspired by the High-Speed Rail, wishing visitors and local residents a prosperous New Year.

Photo Captions 5–6



With ten little piglets in traditional clothing on board, the colourful HKTB float presents delightful lighting effects that change in response to the cheering of the crowd!

Photo Captions 7-10



This year's parade featured many world-class performing groups, including Junior New System from the Philippines, who gained fame on the talent show America's Got Talent, Face Team Acrobatic Korfball from Hungary, which holds 10 Guinness records, Hiplet Ballerinas from the US, whose videos have achieved overwhelming popularity on social media platforms, and Austrian acrobatic troupe The Freaks Acrobatic Show. Their outstanding performances made the night memorable for visitors and locals alike.

- Ends-

For media enquiries, please contact:

Miss Lucinda Wong
Tel : +852 2807 6266
E-mail : lucinda.wong@hktb.com

Miss Vivian Lai
Tel: +852 2807 6121
E-mail: vivian.lai@hktb.com

During non-office hours, please call +852 8200 7860.