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**Three-day e-Sports and Music Festival Hong Kong opens today
Prizes worth HK\$500,000 will be given out during the event**

Media can download press release, photos and other materials via the links below:

- HKTB : <https://hktb.filecamp.com/s/PZPeA1YcyEjn2qs3/fo/IeC6XrxuEPs8KRdA>
- Getty Images : <https://www.image.net/emfhk2019>

Highlights of the 2019 e-Sports and Music Festival Hong Kong:

1. One ticket, two events: Participants can visit both the e-Sports and Music Festival Hong Kong and the Ani-Com & Games Hong Kong using ticket of either event.
2. World-class e-sports tournaments: The official “League of Legends International College Cup” is staged in Hong Kong for the first time.
3. New elements at Experience Zone: The inaugural “Mobile Game Party” and “Retro Fighting Game Zone” are introduced for an enriched experience.
4. Limited-edition gifts: Gifts are given out at specific times every day.
5. Themed performances every evening: Stage performances, including cosplay competition, EDM party and performances by popular local artistes and bands are held every evening.

The third e-Sports and Music Festival Hong Kong (EMFHK) is running for three consecutive days at the Hong Kong Convention and Exhibition Centre (HKCEC) starting from today (26 July). Organised by the Hong Kong Tourism Board (HKTB) and presented by Cyberport, this year’s event is bringing the official “League of Legends International College Cup” to Hong Kong for the very first time, and introducing the “Retro Fighting Game Zone” and “Mobile Game Party” to the Experience Zone. The festival goers can take part in a lucky draw at no additional cost for the chance to win prizes adding up to nearly HK\$500,000, among which are coveted limited-edition figures. Each evening, a variety of activities and performances such as cosplay competition and EDM party will be staged to ramp up the ambience. EMFHK ticketholders can benefit from special ticketing arrangement to gain free access to the 21st Ani-Com & Games, which also opens today at the HKCEC.

This year’s Festival is hosting four of the world’s hottest tournaments, including today’s “CS:GO World Invitational” which features two strong teams, FURIA from Brazil and AVANGAR from Europe. The group stage of the “League of Legends International College Cup” is held concurrently, where 12 teams including one from Hong Kong wrestle for qualification to enter the Grand Final scheduled for Sunday (28 July).

Gamers should not miss the Experience Zone, where they can try out the latest e-games and gaming accessories, play popular mobile games and classic fighting games at the new “csl Mobile Game Party” and “Retro Fighting Game Zone” respectively, and watch the full-throttle battle between former Street Fighter world champion Xian and six Hong Kong star gamers. While watching the professional fight, gamers are welcome to compete with others at the Battle Arena to bring home attractive prizes.

Throughout the three-day EMFHK, a lucky draw will be held at designated timeslots each day to give out a total of nearly HK\$500,000 worth of prizes, including League of Legends figures, smartphones and e-sports-related products. The organiser and partnering organisations have also lined up an engaging array of activities from KOL competitions to cosplay contest, EDM party and band show for each evening.

For more information about the EMFHK, please refer to the event website (www.emfhk.com).

Photo Caption 1



Both the 3rd e-Sports and Music Festival Hong Kong and the 21st Ani-Com & Games Hong Kong open today at the Hong Kong Convention and Exhibition Centre. Ticketholder of either event can visit both events by using with the same ticket.

Photo Caption 2&3



The “League of Legends International College Cup” takes place today at the e-Sports and Music Festival Hong Kong, the team Chinese University of Hong Kong entering the quarter final.

Photo Caption 4&5



Retro fighting game and SIM Racing are available for free trial at the Experience Zone.

– Ends –

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