

新聞資料 Media Information

For immediate release

NWS Hong Kong Geo Wonders Hike's first ever running event attracts 1,500 participants

The race incorporates sport, geoconservation and social inclusion elements

(13 December 2015, Hong Kong) Some 1,500 runners turned out in Sai Kung yesterday for the NWS Geo Hero Run, which was the kick-off event of NWS Hong Kong Geo Wonders Hike co-organized by NWS Holdings Limited (“NWS Holdings” or “the Group”; Hong Kong stock code: 659) and the Association for Geoconservation, Hong Kong (“AGHK”) to promote geoconservation. Now in its eighth year, NWS Hong Kong Geo Wonders Hike is expected to attract over 2,500 participants this year for a series of public events, which also include guided public tours to Tung Lung Island and Mui Wo to Discovery Bay and a Ma Shi Chau Family Clean-up Day.

The NWS Geo Hero Run is the first ever running event under the NWS Hong Kong Geo Wonders Hike banner, and was implemented by a social enterprise, RunOurCity. The race offered the choice of a 10km route or a Half Marathon along the Sai Kung Volcanic Rock Region of Hong Kong Global Geopark of China, promoting the value of both physical exercise and geoconservation. Apart from raising funds for AGHK and Youth · RoC, yesterday's race incorporated a 2km Super Hero Experience Run for charitable organizations' beneficiaries, to celebrate the value of social inclusiveness. Over a hundred beneficiaries and volunteer runners from eight non-profit organizations joined in the race, including the Fu Hong Society, the Mental Health Association of Hong Kong, the Hong Kong Blind Union, the Hong Kong Society for the Deaf, the Christian Family Service Centre, the New Life Psychiatric Rehabilitation Association, the Neighbourhood Advice-Action Council and the Hong Kong Network for the Promotion of Inclusive Society.

Tsang Yam Pui, Chief Executive Officer of NWS Holdings, said at the kick-off ceremony, “NWS Holdings is delighted to have partnered with AGHK for eight consecutive years. Through the NWS Hong Kong Geo Wonders Hike, we encourage the public to learn more about and to protect our precious geo-heritage. Over the years, we have initiated more diversified geoconservation programmes to engage people from walks of life. This year, the newly added NWS Geo Hero Run integrates conservation, sports and a carnival, appealing to the younger generation. Together with the support and participation of social organizations in our activities, the environmental protection message will go a long way.”

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Dr Leung Siu Fai, Director of Agriculture, Fisheries and Conservation of HKSAR, said, “Hong Kong has rich geological resources of high conservation, tourism and scenic value, and the beautiful landscapes within country parks areas are well protected. In September 2015, the Agriculture, Fisheries and Conservation Department, in collaboration with 17 local green groups and hiking groups, launched the publicity campaign ‘Take Your Litter Home’ to encourage the public to nurture a good habit of taking litter away from country parks, develop a sense of responsibility towards the environment and work together to protect the country parks.”

Cindy Choi, Vice-Chairman of AGHK, said, “The NWS Hong Kong Geo Wonders Hike campaign comes with a variety of programmes. Alongside the popular guided public tours, the new NWS Geo Hero Run and family clean-up activity this year will help instil the geoconservation message in the younger generation. It is of utmost importance to environmental sustainability.”

NWS Holdings makes concerted efforts to support the NWS Geo Hero Run. Over 50 staff members from the Group ran in the 10km race to compete for the “NWS Hero Cup”. In addition to arranging bus transportation for the runners, NWFB, Citybus and New World First Ferry hosted game booths with prizes to bring more fun to this joyous event.

For more information about the NWS Hong Kong Geo Wonders Hike, please visit <http://geo.nws.com.hk> or Facebook page www.facebook.com/geo.nws.hk.

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This press release is also available at the Group’s website (www.nws.com.hk).

NWS Holdings Limited

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17), operates businesses in Hong Kong, Mainland China and Macau. Its Infrastructure portfolio includes Roads, Energy, Water and Ports & Logistics projects. Its Services portfolio comprises Facilities Management (*the management of Hong Kong Convention and Exhibition Centre and Free Duty*), Construction & Transport (*construction, bus and ferry services*) and Strategic Investments.

Association for Geoconservation, Hong Kong

The Association for Geoconservation, Hong Kong (“AGHK”) is a charitable institution composed of volunteers with a mission to preserve Hong Kong’s landforms and rocks; to disseminate earth sciences; to promote sustainable geotourism and ecotourism and to make Hong Kong a better place to live. AGHK organizes seminars, geoappreciation tours and campaigns, publishes articles and books to promote geoconservation; closely monitors developments and projects which might destroy our invaluable heritage, and cooperates with government and conservation bodies to conserve our rocks and landforms.

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Photo 1: Dr Leung Siu Fai, Director of Agriculture, Fisheries and Conservation of HKSAR (second from left, second row), Tsang Yam Pui, Chief Executive Officer of NWS Holdings (middle, second row), Cindy Choi, Vice-Chairman of the Association for Geoconservation, Hong Kong (first from right, second row) and the Group’s senior management officiate in the NWS Geo Hero Run 10km kick-off ceremony.



Photo 2: 2km Super Hero Experience Run attracts volunteer runners and beneficiaries from non-profit organizations.



Photo 3: NWFB and Citybus, and New World First Ferry host game booths at the event.

