

新聞資料 Media Information

For immediate release

1,500 Runners Launch 10th NWS Hong Kong Geo Wonders Hike

(3 December 2017, Hong Kong) NWS Holdings Limited (“NWS Holdings” or “the Group”; Hong Kong stock code: 659) and Association for Geoconservation, Hong Kong (“AGHK”) yesterday kicked off the NWS Geo Hero Run in Sai Kung with over 1,500 runners racing through the world-renowned Hong Kong UNESCO Global Geopark. This is the flagship event of the 10th NWS Hong Kong Geo Wonders Hike programme, which has drawn more than 30,000 members of the public in a full array of activities since its inception in 2008.

The NWS Geo Hero Run, now in its third year, continued to champion environmental protection by adopting additional measures this year to reduce waste. No paper cups were provided, and recyclable and reusable cups were used at the water stations along the race route. Runners were also urged to bring their own bottle and cutlery to enjoy party food and drinks. Recyclables were collected and sent to community recycling centre for proper processing afterwards, and fruit residue was sent to non-profitable organic farm for composting.

Tsang Yam Pui, Chief Executive Officer of NWS Holdings, remarked at the kick-off ceremony, “Ten years of involvement in geoconservation underscores our unwavering commitment to making Hong Kong an even better place to live and visit. ‘Leaving no trace’ of the event in the natural environment is just as important as the event’s role in raising public awareness about environmental protection. This year, we’ve worked to set an example of how the environmental impact of sports events can be minimized, through the implementation of environmental measures alongside collaboration with runners and our partners.”

In officiating the ceremony, Edward Yau, Secretary for Commerce and Economic Development, said Hong Kong’s geopark offered a unique destination for local residents and tourists alike, and it had helped raising public awareness in conservation through a variety of science popularization and educational activities. He added that Hong Kong would continue to grow its “green tourism”, with public education of conservation being an integral part of the efforts.

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Patrick Lai, Assistant Director (Country and Marine Parks) of the Agriculture, Fisheries and Conservation Department, said “Long-term preservation of Hong Kong’s unique and precious geological resources requires concerted efforts from all walks of life. While government measures are of utmost importance to conservation, public support and participation is also essential. The organizers have made the event meaningful by incorporating environmental-friendly elements into the activities, reducing waste at source and promoting a green culture in outdoor activities.”

Cindy Choi, Chairman of AGHK, said, “Our geopark is not only home to world-class geological heritage but is also full of cultural stories. It has plenty of potential to be developed into a popular spot for visitors, supporting Hong Kong’s position as a top tourism destination. Telling the story of our natural heritage through the lens of tourism is one of the best ways to draw support for geoconservation among people from both near and far.”

In the coming weeks, two guided public tours will be held, featuring Hong Kong’s abandoned mine in Ma On Shan and the centuries-old Hakka Village in Lai Chi Wo. These popular tours, expected to attract about 1,000 people altogether, will be led by Recommended Geopark Guide, known as R2G, and the current and past intake of the Young Ambassadors for Geoconservation Training Programme. This year-round youth programme is another key part of the wider NWS Hong Kong Geo Wonders Hike, which aims to nurture and inspire future advocates of the environment.

For more information about the NWS Hong Kong Geo Wonders Hike, please visit <http://geo.nws.com.hk> or our 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) is the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17). It has diverse businesses and investments, predominantly in Hong Kong and Mainland China, comprising toll roads, environmental management, port and logistics facilities, rail container terminals, commercial aircraft leasing, facilities management, healthcare services, construction and public transport. Please visit www.nws.com.hk for details.

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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 and geo-appreciation tours and campaigns, publishes articles and books to promote geoconservation, closely monitors developments and projects that might damage our invaluable heritage, and cooperates with government and conservation bodies to conserve our rocks and landforms.

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Photo 1: Some 1,500 runners set out from Pak Tam Chung in Sai Kung to race through the Hong Kong UNESCO Global Geopark to promote geoconservation.



Photo 2: Officiating at the 10km race kick-off ceremony are Secretary for Commerce and Economic Development Edward Yau (third from right, second row); NWS Holdings Chief Executive Officer Tsang Yam Pui (fourth from right, second row), Executive Director Rufin Mak (fourth from left, second row), and Independent Non-executive Director Alan Lee (third from left, second row); and, AGHK Chairman Cindy Choi (second from right, second row).



Photo 3: Additional environmentally-friendly measures have been adopted, including the use “We-use” reusable cups along the race route.



Photo 4: A team of NWS Holdings corporate volunteer and service user of the Mental Health Association of Hong Kong finishes the 3km race hand in hand.

