

新聞資料 Media Information

For immediate release

1,500 runners kick off 9th NWS Hong Kong Geo Wonders Hike

(11 December 2016, Hong Kong) Some 1,500 runners participated in the NWS Geo Hero Run in Sai Kung yesterday, kicking off the 9th 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”). Runners raced through the Hong Kong’s magnificent global geopark during the event, which integrates geoconservation, health and wellness, and social inclusion. The run is a key part of a broader, year-round public engagement programme that includes guided public tours and rock-cleaning activities to be held later this month. The events are together expected to draw around 2,500 members of the public, advancing the cause of geoconservation.

In addition to a half marathon and a 10km race, the NWS Geo Hero Run incorporates a 3km charity run participated by 150 beneficiaries from 10 local non-profit organizations and charity projects. All of the race entry fees will be donated to three charities working in geoconservation, youth development and mental wellness. Runners can also make further donations through an online portal <http://www.cloudonate.org>. Riding on stronger partnership and support, the event provided an even better running experience for participants in the second year of running. The event also highlighted the role geotourism can play in driving sustainable economic development, by showcasing the geological features of Hong Kong and Jeju, South Korea. Winners of the event’s lucky draw will be able to visit the geoparks in Jeju and Hong Kong to appreciate world-class geological heritage.

Officiating at the kick-off ceremony were Stanley Hui, Deputy Chief Executive Officer, and Tommy Cheung, Executive Director of NWS Holdings; Cindy Choi, Vice-Chairman of AGHK; Patrick Lai, Assistant Director (Country & Marine Parks) of the Agriculture, Fisheries and Conservation Department (“AFCD”); and Tang King Shing, Chairman of the Country and Marine Parks Board.

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At the ceremony, Patrick Lai, Assistant Director (Country & Marine Parks) of AFCD, said, “Conserving and promoting Hong Kong’s unique and precious geological resources requires concerted efforts from various parties. While conservation measures of the government are fundamental, support and participation of the public are equally important. By bringing together recreational activity and geoconservation, the organizers have made ‘NWS Geo Hero Run’ a meaningful event which provided a platform for participants to challenge their own ability and at the same time contribute to conservation.”

Tang King Shing, Chairman of the Country and Marine Parks Board, remarked, “Hong Kong Global Geopark, considered to be world-class, is in close proximity to the city and has both high aesthetic and scientific value. I hope participants will promote local geopark to their friends and families, so more people will get to know it, and they too will come to enjoy the precious natural resource that this geological site represents.”

Cindy Choi, Vice-Chairman of AGHK, said, “Hong Kong is attractive not only because of its urban character but also the tranquil natural environment and geological heritage sites that are well protected and offer tremendous geotourism potential. Through this running event and other subsequent activities, we hope to encourage the wider public to visit and protect our geopark and explore the benefits of geotourism.”

The spirit of social inclusion is an integral part of the NWS Geo Hero Run. The participating charity runners come from Christian Zheng Sheng College, the Fu Hong Society, the Hong Kong Network for the Promotion of Inclusive Society, the Hong Kong Playground Association, the New Life Psychiatric Rehabilitation Association, the Hong Kong Society for Rehabilitation, the Hong Kong Society for the Deaf, the Mental Health Association of Hong Kong, the Society for the Aid and Rehabilitation of Drug Abusers, and Youth.ROC.

Following the success of the NWS Geo Hero Run, the organizers will roll out guided public tours to Po Toi Island and Peng Chau in the coming weeks, along with rock-cleaning activities in Cheung Chau. Students trained up by the Young Ambassadors for Geoconservation Training Programme, another key project under the banner of NWS Hong Kong Geo Wonders Hike, will support the guided tours as docents, applying what they have learnt to give back to society.

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), 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, Environment, Logistics and Aviation 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: Officiating at the 10km race kick-off ceremony are AFCD Assistant Director (Country & Marine Parks) Patrick Lai (third from left, third row), NWS Holdings Deputy Chief Executive Officer Stanley Hui (third from right, third row), Independent Non-executive Director Alan Lee (second from left, third row) and Senior Director Rufin Mak (first from right, third row), and AGHK Vice-Chairman Cindy Choi (second from right, third row).



Photo 2: Around 1,500 runners take part in the NWS Geo Hero Run to promote geoconservation, health and wellness, and social inclusion.



Photo 3: The champion of the mixed team of four in the half-marathon race.



Photo 4: NWS Holdings' corporate volunteers team up with the beneficiaries of the Mental Health Association of Hong Kong in the 3km run to celebrate inclusivity.

