

## 新聞資料 *Media Information*

**For immediate release**

### **NWS Hong Kong Geo Wonders Hike kicks off its series of events**

(29 November 2009, Hong Kong) Today marks the Launching Ceremony of NWS Hong Kong Geo Wonders Hike 2009 (「新創建香港地貌行 2009」) cum Discover Northeast New Territories Tour, first in its series, a geoconservation initiative for the public jointly organized by NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) and Association for Geoconservation, Hong Kong (“AGHK”). Some 3,000 local citizens drawn to the event together set foot on a hiking tour to appreciate the natural geo wonders of Hong Kong today at Wu Kau Tang with officiating guests Dr Leung Siu Fai, Acting Deputy Director of Agriculture, Fisheries and Conservation Department (“AFCD”), Mr Patrick Lam, Executive Director of NWS Holdings, and Mr Young Ng, Chairman of AGHK.

At today’s Launching Ceremony, Mr Patrick Lam said the Group was pleased to have sponsored AFCD and AGHK last year in the jointly held event of “NWS Hong Kong Geo Wonders Hike”. Through these public guided tours, thousands of local citizens were able to appreciate and learn the spectacular natural geological sceneries in Hong Kong. This year around, the event is to celebrate the establishment of Hong Kong National Geopark, as well as to raise the public’s awareness on geo-conservation.

Mr Young Ng, also being a member of the Hong Kong Geopark Task Force, said, “By next year, Hong Kong hopes to be bestowed on the Global Geopark status from United Nations Educational, Scientific and Cultural Organization (“UNESCO”). The series of public events we now hold will certainly help Hong Kong to obtain very high marks in the assessment, particularly in the criteria of popularising earth sciences, geotourism and sustainable development.”

The tour on “Discover Northeast New Territories” received very positive feedbacks and the enrolment was filled within few days. At the Launching Ceremony, the Group announced further details of the coming three hikes which spans from December 2009 to January 2010. Guided tours, suitable for those aged 8 – 60, will take participants to visit other scenic landforms in Hong Kong such as volcanic rocks, sinuous coastlines and sedimentary rocks. Registration will open at 10:00am on 2 December 2009, public can enrol either by phone at 3105 0102 (Monday to Friday, 10:00am – 6:00pm) or online at <http://geo.nws.com.hk>. For those successfully enrolled, a complimentary gift can be redeemed on event day while supply lasts.

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Today's round tour on "Discover Northeast New Territories" started off at Wu Kau Tang, passed through checkpoints such as Lai Chi Wo and Mui Tsz Lam, and ended back at Wu Kau Tang. Participants enjoyed their five some hours hike with intriguing illustrations from volunteer guides along the path, giving that added touch to the breathtaking views of the land, woods and rocks as they unfolded before their eyes.

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*This press release is also available at the Group's website ([www.nws.com.hk](http://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), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports & Logistics projects. Its **Services** division comprises Facilities Management (*the management of Hong Kong Convention and Exhibition Centre and Free Duty*), Contracting & Transport (*Hip Hing Construction, NWS Engineering, and bus and ferry services*) and Financial Services (*Taifook Securities and New World Insurance*).

## **Association for Geoconservation, Hong Kong**

Association for Geoconservation, Hong Kong ("AGHK") is a charitable institution composed of volunteers with mission to preserve Hong Kong's landforms and rocks; to disseminate earth sciences; to promote ecotourism and to make Hong Kong a better place to live in. 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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