

“M” Mark status awarded to 2018 CCB (Asia) Hong Kong International Dragon Boat Races

The following is issued on behalf of the Major Sports Events Committee:

The Major Sports Events Committee (MSEC) has awarded "M" Mark status to 2018 CCB (Asia) Hong Kong International Dragon Boat Races which will be held from June 22 to 24.

The Chairman of the MSEC, Mr Karl Kwok, said today (Jun 15) that this event, like all "M" Mark events, will add colour and vibrancy to Hong Kong and help attract more visitors.

"'M' Mark events showcase Hong Kong's capability to host world-class sports events and reinforce its position as the events capital of Asia," Mr Kwok said.

"'M' Mark events also help generate economic benefits for Hong Kong by attracting tourists. They also instil a sustainable sporting culture in the community, and help foster a sense of pride and social cohesion," he added.

The "M" Mark System was launched in 2004 to help local national sports associations organise more major sports events and nurture them into sustainable undertakings. Sports events meeting the assessment criteria will be granted "M" Mark status by the MSEC. Funding support will also be provided to some of the event organisers.

The number of recognised "M" Mark events increased from four in 2005 to 13 in 2017. So far, around \$117.3 million has been approved to support recognised "M" Mark events.

For details of other "M" Mark events, please visit www.mevents.org.hk. "M" Mark applications for smartphone users are available for downloading from iTunes as well as Google Play.