

Major Sports Events Committee participates in Sports and Leisure Expo to promote "M" Mark (with photos)

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

Members of the public are invited to visit the promotion booth set up by the Major Sports Events Committee (MSEC) under the Sports Commission at the Hong Kong Sports and Leisure Expo 2018 (HKSLE). The Expo runs from today (July 18) to July 24 at the Hong Kong Convention and Exhibition Centre.

The MSEC invited the Commissioner for Sports, Mr Yeung Tak-keung, and the Vice-Chairman of the MSEC, Mr Wilfred Ng, to be the officiating guests at the launch ceremony of the promotion booth today. This is the first time that the MSEC has set up a promotion booth at the HKSLE. The booth features an exhibition of "M" Mark events, Kinect games and onshore dragon boat trial to introduce the MSEC and the "M" Mark branding to the general public and commercial sectors as well as call for support of "M" Mark events. Moreover, as the 2018 Asian Games is approaching in August, a photo taking corner and props are available for the public to show their support for Hong Kong athletes.

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



