



PRESS RELEASE 新聞稿

Date: 1 January 2018

Total Pages: 4

CTS Hong Kong New Year Countdown Celebrations 2018 Concluded with Success

Download of photos and video:

- FTP (valid until 31 January 2018): <ftp://NYCD2017-b:445566@ftpsvr01.hktb.com/>

Organised by the Hong Kong Tourism Board (HKTB) and title-sponsored by the China National Travel Service Group Corporation (CTS), the CTS Hong Kong New Year Countdown Celebrations 2018 was concluded with success. The Countdown Celebrations were the finale to a series of events that HKTB organised to celebrate the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). It also served to kick off the 90th anniversary celebrations of CTS.

Since its establishment in 1928, CTS has grown from strength to strength to become one of the largest travel conglomerates in China. By title-sponsoring the Countdown Celebrations this year, CTS wishes to extend its gratitude to the support from all sectors in Hong Kong, as well as to deliver its best wishes for the future development of the tourism industry.

The launch ceremony of the Musical Fireworks was graced by The Hon Mrs Carrie Lam Cheng Yuet-ngor, Chief Executive of the HKSAR; Mr Xie Feng, Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the HKSAR; Mr He Jing, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR; Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development; Dr Peter Lam, Chairman of the HKTB; Mr Wan Min, Chairman of CTS; and Ms Jiang Yan, Director & Chief Executive Officer of CTS.

When midnight struck, the numerals "2018" lit up the façade of the Hong Kong Convention and Exhibition Centre, while dazzling fireworks and pyrotechnics were launched at various elevations to illuminate the Victoria Harbour. The Musical Fireworks this year were presented in an unprecedented scale, spanning across an area 35% wider than the previous year. The 10-minute show featured distinguishing fireworks patterns including the "Blossoming Hearts" and "Smiley Faces". Halfway through the show, splashes of "Magical Stardust" scattered by dancing fairies using fireworks from an award-winning European fireworks maker, created a splendid vista over the iconic Victoria Harbour. Spectacular pyrotechnics and fireworks, together with vibrant lighting effects and a refreshed soundtrack, extended a warm welcome to a joyful New Year in Hong Kong.

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9-11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong 香港北角龍非路十八號萬國寶通中心九樓至十一樓

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In addition to the Musical Fireworks, an Australian performing arts group "Strange Fruit" staged their global debut performance of "Deco-Sphere" near the Tsim Sha Tsui Star Ferry Pier from 10pm onwards on New Year's Eve. A mesmerising mix of theatrical, choreographical and circus performances created a unique celebratory ambience for the audience, as five gigantic orbs each with a 2-metre diameter were transformed into dynamic performance spaces. From 11pm onwards, locals and visitors were able to make New Year's wishes upon the pyrotechnic "shooting stars" of four different colours launched from the rooftops of five buildings on Hong Kong Island.

In addition to broadcasting the event live via satellite to major media organisations around the world, the HKTB also offered real-time coverage of the Musical Fireworks on its social media and video streaming platforms to spread the festivity worldwide.

Photo Caption 1



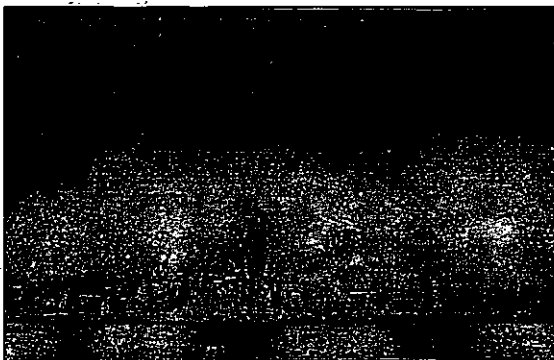
Officiating at the launch ceremony of the CTS Hong Kong New Year Countdown Celebrations 2018 were The Hon Mrs Carrie Lam Cheng Yuet-ngor, Chief Executive of the HKSAR (fourth left); Mr Xie Feng, Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the HKSAR (third left); Mr He Jing, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR (second left); Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development (first left); Dr Peter Lam, Chairman of the HKTB (third right); Mr Wan Min, Chairman of CTS (second right) and Ms Jiang Yan, Director & Chief Executive Officer of CTS (first right).

Photo Captions 2



The 10-minute Musical Fireworks kicked off as the clock struck midnight. The numerals “2018” were displayed on the façade of the Hong Kong Convention and Exhibition Centre, with fireworks and pyrotechnics launched at various elevations.

Photo Caption 3



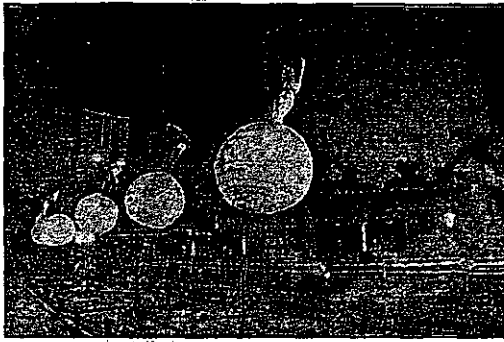
The Countdown Celebrations fireworks display featured fireworks from an award-winning European fireworks maker for the first time, to create a splendid vista of “Magical Stardust” scattered by dancing fairies over the iconic Victoria Harbour.

Photo Caption 4



New patterns including “Blossoming Hearts” were introduced in this year’s Musical Fireworks.

Photo Captions 5 & 6



An Australian performing arts group "Strange Fruit" staged the global debut performance of "Deco-Sphere" in Tsim Sha Tsui.

Photo Caption 7



Sessions to make a wish upon "shooting stars" were again offered this year. Pyrotechnic shooting stars of four different colours were launched every 15 minutes from the rooftops of participating buildings on Hong Kong Island, signifying love, health, joy and fruitfulness.

– Ends –

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FOR IMMEDIATE RELEASE

**Seattle Seahawks Sea Gals Cheerleaders Perform at
International Chinese New Year Night Parade in Hong Kong**

International performance lineup, headlined by Sea Gals Cheerleaders, celebrate Year of the Dog

Hong Kong/Los Angeles, CA (16 February 2018): Featuring nine festive floats and 25 local and international performing groups, including the Seattle Seahawks Sea Gals cheerleading squad, the 2018 Cathay Pacific International Chinese New Year Parade kicked off the first day of the Year of the Dog (16 February) in Tsim Sha Tsui, Hong Kong. Organized by the Hong Kong Tourism Board (HKTB), the Parade featured performances and stunts in a vibrant Chinese New Year's celebration.

This year marked the 23rd edition of the Parade, with the Sea Gals appearing for the fourth time in the parade's history. Themed 'Best Fortune. World Party.', the parade featured an international cast of world champions and world record holders. Joining the Sea Gals were:

- XPOGO Stunt Team (USA) - Holder of 13 Guinness World Records
- Diaboloism (Taiwan) - World champion in Diabolo
- Zee Comedy Magic & Zeejay Juggler (Czech Republic)
- Unicycle Circus Theatre "Witty Look" (Japan) - Winner of multiple international busking awards
- Jugglers Vision (Japan): Three-time national juggling winner

In addition to their Night Parade performance, the Sea Gals held mini performances throughout Hong Kong and toured Asia's World City with visits to the top cultural sites and enjoyed a special cruise on the waters of the famous Victoria Harbour.

For additional details of the 2018 Cathay Pacific International Chinese New Year Night Parade, please visit: www.DiscoverHongKong.com/ChineseNewYear.

About Hong Kong: Hong Kong's storied history, award-winning food and libations, vibrant arts and culture scene, and stunning great outdoors has made it widely-known as one of the most exhilarating destinations in the world. Its mesmerizing contrasts of east and west, modern and ancient, and urban and natural leaves its visitors endless choices when planning a trip to Asia's World City. Visit www.discoverhongkong.com for more information; follow Hong Kong Tourism Board on Twitter at @HongKongTourism for the latest Hong Kong news and trends.

About the Sea Gals: The Sea Gals are the official cheerleading squad of the Seattle Seahawks professional football team. In addition to entertaining fans on game day, the 28-member cheer squad makes more than 300 public appearances in the community throughout the year. The Sea Gals have performed on the field at three Super Bowls and have appeared on numerous national TV shows including: ESPN, Fox & Friends, Fox Sports, Good Morning America, TODAY Show, Access Hollywood, Inside Edition and NFL Network. The Sea Gals have traveled extensively to perform in Japan, Mexico, and Europe, and in Hong Kong, where they were the first NFL cheerleading team to perform in Hong Kong's Chinese New Year Parade in 1997.

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FOR IMMEDIATE RELEASE

Hong Kong's International Chinese New Year Night Parade Performers Announced
Seattle Seahawks' Sea Gals join strongest-ever performance line-up for Year of the Dog event

Hong Kong / Los Angeles, CA (5 February 2018) – Hong Kong Tourism Board (HKTB) announced today that the Seattle Sea Gals cheerleading squad will travel to Hong Kong to join an exciting line up of performers in the *Cathay Pacific International Chinese New Year Night Parade*. The parade, held this year on February 16, will take place on the first day of the Lunar New Year as the capstone event in the city's spectacular line up of celebratory festivals and events to usher in the Year of the Dog.

The annual mega-event has been amplified further this year to feature its strongest-ever international performance line-up of challenging performances and dynamic entertainment groups for spectators to enjoy along the parade route. In addition to showcasing nine decorative floats, this year's parade will also feature 14 international and 11 local performing troupes, many of which are world champions or international record holders in their field. Performance highlights include:

- Seattle Seahawk's Sea Gals cheerleading squad (USA)
- XPOGO Stunt Team (USA) - Holder of 13 Guinness World Records
- Diaboloism (Taiwan) - World champion in Diabolo
- Zee Comedy Magic & Zeejay Juggler (Czech Republic)
- Unicycle Circus Theatre "Witty Look" (Japan) - Winner of multiple international busking awards
- Jugglers Vision (Japan): Three-time national juggling winner

"Hong Kong's Chinese New Year will be a dynamic and vibrant celebration to welcome the Year of the Dog," said HKTB US Director Bill Flora. "The Night Parade, now in its 23rd staging, will be an invaluable opportunity for visitors to experience the city's local culture, in addition to top-tier entertainment from all over the world. HKTB especially looks forward to welcoming the NFL's Seattle Seahawks cheerleading team, the Sea Gals, to Hong Kong. Their enthusiasm and strong performing abilities will be a welcome addition to Asia's most exciting Chinese New Year parade."

In addition to the celebrated Night Parade, visitors to Hong Kong over Chinese New Year are encouraged to experience additional Chinese New Year programs throughout the city, including: Lunar New Year Fireworks Display, Chinese New Year Race Day, and the Hong Kong Well-wishing Festival.

For additional details of the 2018 Cathay Pacific International Chinese New Year Night Parade, please visit: www.DiscoverHongKong.com/ChineseNewYear.

HKTB cordially invites television stations to broadcast the parade on February 16, 2018, from 8:00 - 9:45 pm* Hong Kong Times (GMT +8). Signals will be transmitted via satellite and fiber for use by overseas broadcasters. Please find detailed information below:

- **Satellite Feed (Free to air)**
Date: 16 February 2018 (Friday)
Time: 20:00 - 21:45* HKT (12:00-13:45 GMT)
*subject to the parade progress
(Media can test the signal starting from 17:00 HKT (09:00 GMT))

Details:

TVBI Satellite Channels via IS19@166E C-Band	
Content	"2018 Cathay Pacific International Chinese New Year Night Parade" Show, provided by Television Broadcasts Limited (TVB)
Downlink Frequency	3851MHz L-Band: 1299MHz
Channel (ID)	Utility 1 HD (ID: 1032) Utility 2 HD (ID: 1033)
Polarization	Vertical
Symbol Rate	10.8MS/s
Fec	3/5
Format	(Video) Mpeg-4 AVC HD 1080i/50 (Audio) Mpeg-1 Layer II
Modulation	DVB-S2 8PSK
TVB Logo	No
Commercial Break	No
Covered Regions	Australia*, Canada, China, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, USA *(Please use TVB Anywhere)

Emergency contact for satellite feed:

TVB Technical Support
Duty Engineer – Tel: +852 2335 2077

■ **Fiber Signal (Point to Point to BT Tower)**

Date: 16 February 2018 (Friday)
Time: 20:00 - 21:45* HKT (1200-1345 GMT)
*subject to the parade progress
(Media can test the signal starting from 11:30 GMT)

Destination: London BT Tower (Port No.: BT DABX 101)

Signal format: HD-SDI

Details:

Content	- "2018 Cathay Pacific International Chinese New Year Night Parade" Show, provided by Television Broadcasts Limited (TVB) - Without commercial break and logo
TS	15mbit/s
Video	HD 1080i50 MPEG4 12mbit/s (PID 33) (H.264/AVC High @ level 4.0)
Audio 1	(embedded 1, mpeg layer) (PID 34)
Audio 2	(embedded 2, mpeg layer) (PID 35)
TVB Logo	No
Commercial Break	No

Emergency contact for fiber signal:

MSOC 24-hour Hotline

Tel: +91-20-6615 3391/ +91-20-6615 3393

Email: media_soc@tatacommunications.com

TVB Technical Support

Mr. Sean Leung – Tel: +852 6076 6544 or Duty Engineer - Tel: +852 9848 6303

■ **Satellite Feed and Fiber Signal Testing**

Date:	12 February 2018 (Monday)
Satellite Feed:	12:00 – 21:00 HK Time (04:00 – 13:00 GMT) (9 hours)
Fiber Signal:	18:00 – 18:30 HK Time (10:00 – 10:30 GMT) (30 minutes)
Signal Content:	Hong Kong TVB Jade instant screen

– Ends –

Notes to Editors:

- Media can download the press release and related images from:
<ftp://2018ICNYP-a:445566@ftpsvr01.hktb.com/> (valid until March 31, 2018)
Event images and event highlight video will be available after the event on **Saturday, February 17, 2018.**

About Hong Kong: Hong Kong's storied history, award-winning food and libations, vibrant arts and culture scene, and stunning great outdoors has made it widely-known as one of the most exhilarating destinations in the world. Its mesmerizing contrasts of east and west, modern and ancient, and urban and natural leaves its visitors endless choices when planning a trip to Asia's World City. Visit www.discoverhongkong.com for more information; follow Hong Kong Tourism Board on Twitter at @HongKongTourism for the latest Hong Kong news and trends.

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PRESS RELEASE 新聞稿

Hong Kong's New Year Countdown Celebrations Welcomes 2018 with Spectacular Fireworks Show
Musical performances and fireworks set the stage for the capstone event of celebrating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region.

Media can download photos and animation video from the HKTB website:

- FTP (valid until 31 January 2018): <ftp://NYCD2017-b:445566@ftpsvr01.hktb.com/>

Hong Kong / Los Angeles, CA (December 14, 2017) The Hong Kong Tourism Board (HKTB) announced details of the Hong Kong New Year Countdown Celebrations 2018, a spectacular fireworks display and performing arts and pyrotechnic show that is set to dazzle viewers on Victoria Harbour. The city's largest-ever New Year's Eve celebration will be the grand finale of a year's worth of festivities in honor of the 20th anniversary of the establishment of the Hong Kong Special Administrative Region.

On December 31, Hong Kong's world-famous skyline will illuminate with vibrant colors launched from barges on Victoria Harbour and rooftop buildings on Hong Kong Island for a dazzling 10-minute musical fireworks display. The newly-enhanced show will span across a 35% wider display area, incorporating a fascinating pyrotechnic compilation of fireworks, and sound and light effects. The visual show will be launched in synchrony with a vibrant soundtrack produced and composed by Asia's renowned music director Chiu Tsang Hei.

Prior to the fireworks extravaganza, Australian performing arts group *Strange Fruit* will greet Hong Kong with a performance spectacle at the Tsim Sha Tsui Star Ferry Pier. The award-winning group has performed at various events worldwide, including the 2014 Sochi Winter Olympics, and will usher in the New Year with the debut performance of its brand-new "Deco-Sphere" show. In Deco-Sphere, performers incorporate gigantic, illuminating orbs on five-meter poles to deliver an exotic and theatrical choreographed feat.

Additionally, members of the public will have a chance to make a wish upon pyrotechnic shooting stars that will be launched skyward every 15 minutes from 11:00 p.m. onwards. The stars will be presented in four different colors, symbolizing love, health, happiness and wealth, and will be projected off of five participating buildings on Hong Kong Island.

"Hong Kong's New Year Countdown Celebrations have become one of the most anticipated countdown events in the world," said HKTB US Director Bill Flora. "This year, the pyrotechnic event will be expanded in scale, exhibiting new effects, patterns and complexities. The addition of a performing arts show will round out a truly exceptional New Year's Eve experience on Victoria Harbour."

For more information about the Hong Kong New Year Countdown Celebrations 2018, please visit the HKTB's website: www.discoverhongkong.com/countdown.

Information of Satellite Live Feed and Video Footage Download

- **Image & video download:** <ftp://NYCD2017-b:445566@ftpsvr01.hktb.com/>
(valid until 31 January 2018)

1

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- Reference videos and images of fireworks display and performance by "Strange Fruit" are available for download at the FTP link above.
- Post-event video footage and photos of fireworks display and the performance by "Strange Fruit" will be available for download from 1 January 2018 Hong Kong Time 03:00 (31 December 2017 GMT 19:00). Media interested in broadcasting the show may download the material from the FTP link above.

• **Details of satellite feed for broadcasters:**

Signal testing time	31 Dec 2017, 20:00-20:15 Hong Kong Time (GMT12:00-12:15)
Show time	31 Dec 2017, 23:55-24:10 Hong Kong Time (GMT15:55-16:10)
Signal enquiry	Ms. Vanessa So / Mr. Cameron Tong Tel: (852) 6533 3400 / (852) 6574 3788

Via IS-21 at 58.0 degree West, 19C Slot B 9MHz C BAND (Covering The Americas, North America & South America)

Programme name: CTS Hong Kong New Year Countdown Celebrations 2018

「中國旅遊集團 2018 香港除夕倒數」

- On-air date & time: 31/12/2017 (GMT 1555-1610)
- Download link: 4075.4MHz
- Symbol rate: 7.2MS/s
- FEC: 3/4
- Polarization: Vertical
- System: HD NTSC (1080i 59.94Hz)
- DVB-S2 8PSK
- Format: Mpeg 4 16:9 4:2:0 A1 : A2 Stereo PGM
- Pilot: ON
- Roll Off: 20%
- Encryption System: Free to air signal

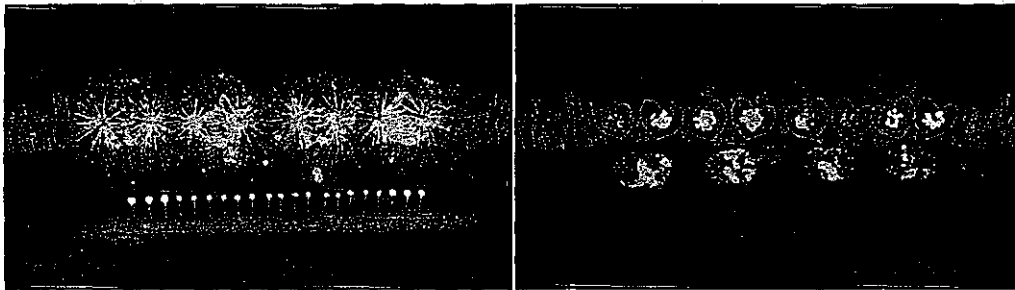
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Photo Captions 1 to 2 (mock-up photos)



This year's fireworks display features a new pattern symbolising "Blossoming Hearts", as well as a splash of "Magical Star Dusts" from an award-winning European maker.

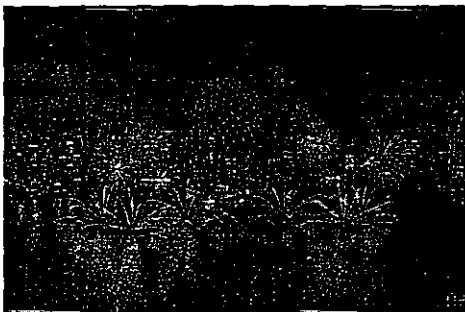
Photo Caption 3



Olympics in Russia in 2014.

The Australian performing arts group "Strange Fruit" will stage their debut performance "Deco-Sphere" at the Tsim Sha Tsui Star Ferry Pier. The group performed in Sochi Winter

Photo Caption 4 (mock-up photo)



The 10-minute musical fireworks display will kick off when the clock strikes midnight. The numerals "2018" will be displayed on the façade of the Hong Kong Convention and Exhibition Centre when fireworks are launched.

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Prior to the fireworks extravaganza, Australian performing arts group *Strange Fruit* will greet Hong Kong with a performance spectacle at the Tsim Sha Tsui Star Ferry Pier. The award-winning group has performed at various events worldwide, including the 2014 Sochi Winter Olympics, and will usher in the New Year with the debut performance of its brand-new "Deco-Sphere" show. In Deco-Sphere, performers incorporate gigantic, illuminating orbs on five-meter poles to deliver an exotic and theatrical choreographed feat.

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- Format: Mpeg 4 16: 9 4:2:0 A1 : A2 Stereo PGM
- Pilot: ON
- Roll Off: 20%
- Encryption System: Free to air signal

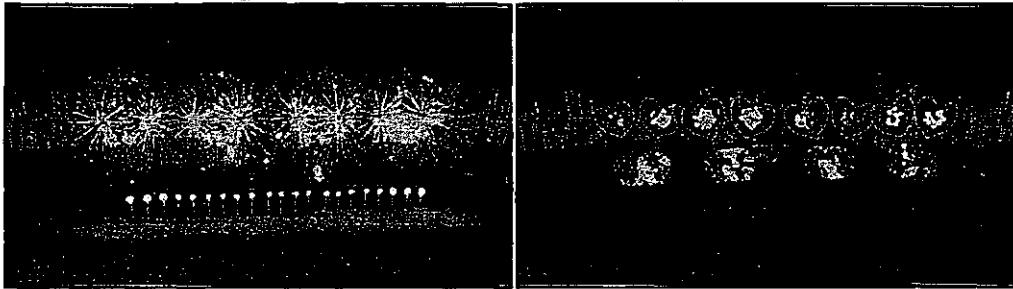
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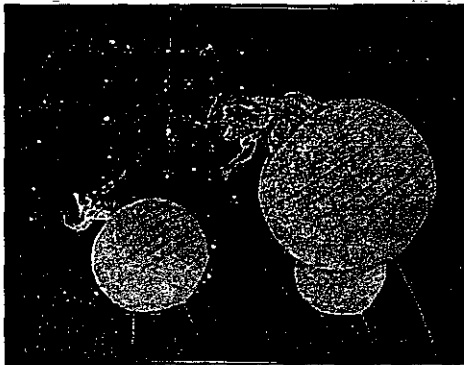
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