

新聞資料 *Media Information*

NWS Hong Kong Geo Wonders Hike 2010-11 kicks off a series of events

(22 November 2010, Hong Kong) NWS Hong Kong Geo Wonders Hike 2010-11, the geo-conservation initiative for public jointly organized by NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) and Association for Geoconservation, Hong Kong (“AGHK”), kicked off yesterday with over 2,500 local citizens set foot on a hiking tour through Hong Kong landmark Lion Rock together with officiating guests Joseph Shum, Assistant Director (Country & Marine Parks) of Agriculture, Fisheries and Conservation Department (“AFCD”), Patrick Lam, Executive Director of NWS Holdings, and Young Ng, Chairman of AGHK.

At the launching ceremony, Patrick Lam said that the Group was proud to be the first corporation to organize public guided tours to raise public’s awareness of geo-conservation and facilitate the establishment of Hong Kong National Geopark. He was most delighted that the Launching cum Discover Lion Rock Tour received very positive feedbacks that 2,500 enrolments were filled up within three days.

Young Ng expressed that the tripartite collaboration of government, business and public sectors was essential for promoting Hong Kong National Geopark as well as geo-conservation.

NWS Holdings further announced details on the “I ♥ Hong Kong Geo Wonders” video competition newly launched this year to encourage the public to appreciate and learn the spectacular natural geological sceneries of Hong Kong. Public can participate by uploading a 30-second video to YouTube and the competition website. The winner of the Best Video Award will be broadcasted in New World First Bus, Citybus and New World First Ferry while winner of the Most Liked Award, voted by fans of NWS Hong Kong Geo Wonders Facebook, will be awarded with gift certificates, Hong Kong Convention and Exhibition Centre’s food and beverage coupons and New World First Ferry (Macau) round trip tickets. For details of the competition, please visit <http://geovideo.nws.com.hk>.

The Discover Lion Rock Tour started off at Shatin, passed through checkpoints such as Lion Rock, Hung Mui Kuk and Amah Rock. Participants enjoyed some four hours hike with intriguing illustrations from volunteer guides along the path. There will be two more public guided tours in the coming two months.

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新創建集團有限公司 NWS Holdings Limited

(incorporated in Bermuda with limited liability)

香港中環皇后大道中 18 號新世界大廈 28 樓 28/F New World Tower, 18 Queen’s Road Central, Hong Kong
電話 Tel: (852) 2131 0600 傳真 Fax: (852) 2131 0611 網址 Website: www.nws.com.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), 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, and bus and ferry services*) and Financial Services (*Tricor*).

For further information, please contact:

NWS Holdings Limited

Maria Cheung

Assistant General Manager – Corporate Communication

Tel : (852) 2131 6251

Pager : (852) 7302 3499

E-mail : mariacheung@nws.com.hk

Photo 1: Joseph Shum, Assistant Director (Country & Marine Parks) of AFCD (front row, third from left), Patrick Lam, Executive Director of NWS Holdings (front row, third from right), and Young Ng, Chairman of AGHK (front row, second from left) officiated the Launching Ceremony of NWS Hong Kong Geo Wonders Hike 2010-11.



Photo 2: Participants were delighted to receive the Hong Kong Landforms and Rocks Calendar 2011 as souvenir after the Discover Lion Rock Tour.

