

新聞資料 Media Information

For immediate release

NWS Hong Kong Geo Wonders Hike Recruits Young Ambassadors Training programme aims to broaden students' horizons and promote geoconservation

(21 July 2012, Hong Kong) In celebrating the fifth anniversary of NWS Hong Kong Geo Wonders Hike, NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) and the co-organizer, the Association for Geoconservation, Hong Kong (“AGHK”), scale up the Young Ambassadors for Geoconservation Training Programme to enable more senior secondary school students in Hong Kong to acquire geoconservation knowledge and broaden their horizons. Outstanding students will be sponsored to a learning and exchange tour to Danxiashan Global Geopark in Guangdong Province. While reflecting the organizers’ commitment to advancing geoconservation, the training scheme aligns with the requirements of “Other Learning Experiences” under the New Senior Secondary Curriculum.

As the first corporation in Hong Kong hosting large-scale geoconservation campaign, the Group has organized a variety of public engagement activities with a view to promoting geoconservation. Amid increasing public support for geoconservation, the organizers launched the first of its kind Young Ambassadors for Geoconservation Training Programme in 2011 to target at young generation. A total of 40 Form four or above students were shortlisted to receive both theoretical and practical field training instructed by geo-experts, and subsequently assisted in public guided tours. The Award Presentation Ceremony for the Young Ambassadors last year was held today at the Discovery Park Shopping Centre in Tsuen Wan.

Tommy Cheung, Executive Director and Member of Corporate Social Responsibility Committee of NWS Holdings, said “As a key initiative under the NWS Hong Kong Geo Wonders Hike, the Young Ambassadors for Geoconservation Training Programme enables students to learn and grow through interactive ‘Geo Classes’ and giving back to society. This programme underscores the commitment of NWS Holdings and our community partners to investing in and supporting environmental conservation and social integration.”

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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

▪ Infrastructure 基建 ▪ Services 服務

Dr Young Ng, Chairman of AGHK, said, “NWS Hong Kong Geo Wonders Hike demonstrates a close partnership between the government, business community and NGO in driving public engagement and geoconservation activities such as the Young Ambassadors for Geoconservation Programme, creativity contests and many more, bringing Hong Kong Global Geopark of China closer to our daily life and raising public awareness of geoconservation.”

All Form four and five secondary school students are eligible to join this year’s training programme, which accepts a maximum of 180 participants. Shortlisted participants will first undergo a series of theoretical and practical field training about geology and geoconservation for over 20 hours. In the following phase, the Young Ambassadors will take a hand in campus promotions and public guided tours, where they can practise their acquired knowledge and geoappreciation techniques as well as polish their communications and leadership skills. Distinctive ambassadors along with their advisory teachers will be invited to Danxiashan Global Geopark in Guangdong Province for a field study and an exchange with their counterparts in Mainland China. Interested students can apply directly with the organizers or through school. Application deadline is 31 July 2012.

At today’s ceremony, awards were presented to ambassadors who demonstrated outstanding performance last year. The gold, silver and bronze awardees are Charles Chui from Ying Wah College, Holly Chan from Helen Liang Memorial Secondary School (Shatin) and Karen Leung from Cumberland Presbyterian Church Yao Dao Secondary School.

NWS Holdings and AGHK today also appointed a young celebrity, Det Dik, as the Ambassador for the 5th NWS Hong Kong Geo Wonders Hike. A promotional video featuring Dik and some of the Young Ambassadors from last year was previewed at the ceremony as kick off for the campaign this year. The video will subsequently be broadcasted on Citybus, New World First Bus and New World First Ferry.

The NWS Hong Kong Geo Wonders Hike has been a joint effort between NWS Holdings and AGHK since 2008. Aimed at encouraging geoconservation, the campaign supported by various community partners over the years has attracted over 20,000 participants in a wide range of activities. The supporting organizations for this year include Agriculture, Fisheries and Conservation Department, The Department of Geography and Resource Management of the Chinese University of Hong Kong, Rotary Club of Tolo Harbour, Citybus, New World First Bus, New World First Ferry, Hong Kong Convention and Exhibition Centre (Management) Limited, Hip Hing Construction Co. Ltd. and Vibro (H.K.) Limited.

For more information, please visit the website <http://geo.nws.com.hk> or Facebook page www.facebook.com/geo.nws.hk.

Appendix: Overview of Young Ambassador for Geoconservation Training Programme

Eligible Applicants	Secondary school students advancing to F.4 and F.5 in school year 2012-13
Quota	180 (Each team comprises three members; students can apply directly with the organizers or through school)
Fee	Free of charge
Benefits for students and teachers	<ul style="list-style-type: none"> - All shortlisted teams will receive over 20 hours of classroom training on geoconservation - Training materials are useful supplements for Geography Curricula under the New Senior Secondary Curriculum - 10 teams with outstanding performance will be invited to a field study at Danxiashan Global Geopark in Guangdong Province. All participants will receive a special certificate issued by the World Heritage Committee of Danxiashan - Students with 90% attendance and having completed campus promotions will be awarded a Certificate of Merit, while special awards will be presented to distinctive ambassadors
Training outline (9/8-14/8/2012)	<p>Theoretical courses</p> <ul style="list-style-type: none"> - Hong Kong Geological History and Rocks and Minerals - Hong Kong Global Geopark of China: Concept and Planning - Hong Kong Global Geopark of China: Geology and Ecology - The Principles of Geotourism - The Features and Planning and Management of Geoparks in China (Danxiashan and Yandangshan) <p>Field trips</p> <ul style="list-style-type: none"> - Hong Kong Global Geopark of China
Application method	Application form can be downloaded from http://geo.nws.com.hk . Completed application together with the proposal for campus promotion shall be submitted to nwsgeo@hktraveler.com
Deadline for application	31 July 2012

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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 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*), Construction & Transport (*Hip Hing Construction and bus and ferry services*) and Strategic Investments (*Tricor, Haitong International, Newton Resources and securities investments*).

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 sustainable geotourism and 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.

For further information, please contact:

NWS Holdings Limited

Gray Chan
Manager – Corporate Communication
Tel: 2131 3801
E-mail: graychan@nws.com.hk

Association for Geoconservation, Hong Kong

Cindy Choi
Publicity/Public relationship
Tel: 9370 4914
E-mail: cindy@rocks.org.hk

Photo 1: Tommy Cheung, Executive Director and Member of Corporate Social Responsibility Committee of NWS Holdings (front row middle) and Young Ng, Chairman of AGHK (front row left two) present the awards to outstanding Young Ambassadors for Geoconservation.



Photo 2: Det Dik (middle) is appointed the Ambassador for the 5th NWS Hong Kong Geo Wonders Hike.



Photo 3: Charles Chui (left two) and Holly Chan (right two), the awarded Young Ambassadors, share their experiences from the training programme. Both believe that the training has broadened their life view, in addition to enhancing their knowledge on geoconservation.

