

新聞資料 *Media Information*

For immediate release

Young Ambassadors for Geoconservation Programme attracts record high participation from 90 secondary schools

(14 July 2013, Hong Kong) The third Young Ambassadors for Geoconservation Training Programme, jointly organised by NWS Holdings Limited (“NWS Holdings” or “the Group”; Hong Kong stock code: 659) and the Association for Geoconservation, Hong Kong, was kicked off in a ceremony yesterday. The one-year training programme has drawn more than 500 senior secondary students from 90 schools to participate, representing nearly three times the number of training places available. This year’s training incorporates a leadership course and cross-border study trip that aim to enhance students’ knowledge of environmental conservation and leadership skills, while supporting the New Senior Secondary Curriculum and students’ whole person development.

As the flagship programme of NWS Hong Kong Geo Wonders Hike, the Young Ambassadors programme has trained over 200 senior secondary school students in geoconservation since its inception in 2011. Around 400 attendants, including the previous batch of ambassadors and new intakes, attended the award ceremony cum orientation event held yesterday at the Hong Kong Convention and Exhibition Centre. Awards were presented to the best teams from last year recognising their outstanding training performance and geoconservation efforts. The awards included “Best Team Spirit Award” (CNEC Christian College), “Best Participation Award” (St. Catharine’s School For Girls, Kwun Tong), “Best Creativity Award” (South Tuen Mun Government Secondary School) and eight “Young Geo-guide Awards”.

A total of 180 selected Young Ambassadors will learn about geoconservation theory, geo-tourism and geo-tour leading techniques this summer through classroom training and field trips. For the first time, the programme includes a leadership training course to build students’ ability to lead and work as a team. Later this year the organisers will invite top performers to a cross-border study tour to Mainland China, where they will visit Global Geopark and environmental business. The Young Ambassadors will put knowledge into practice by participating in guided public tours and relevant activities of NWS Hong Kong Geo Wonders Hike to promote geoconservation.

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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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Speaking at the ceremony, Brian Cheng, Executive Director of NWS Holdings, said, “Young people are the driving force and the hope for sustainable development in the community. Our Young Ambassadors for Geoconservation Training Programme is designed to empower the younger generations with geoconservation knowledge on multiple fronts, preparing them for a life-long journey to protect our environment, geohéritages and landforms.”

Cindy Choi, Vice Chairman of the Association for Geoconservation, Hong Kong, said, “Hong Kong has rich geological resources which the community should treasure. Geoconservation not only relies on the government, business sector and civil society, the participation of young people is also crucial. We hope the Young Ambassadors can apply their knowledge and help promote the concepts of geoconservation and environmental protection.”

NWS Hong Kong Geo Wonders Hike has attracted over 20,000 people to a wide range of community activities since its launch in 2008. The supporting organisations for this year include the Agriculture, Fisheries and Conservation Department, Department of Geography and Resource Management of the Chinese University of Hong Kong, Rotary Club of Tolo Harbour, and the Group’s member companies.

For more information about the Young Ambassadors for Geoconservation Training Programme, please visit its website <http://geo.nws.com.hk> and Facebook page www.facebook.com/geo.nws.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), operates businesses in Hong Kong, Mainland China and Macau. Its Infrastructure portfolio includes Roads, Energy, Water and Ports & Logistics projects. Its Services portfolio comprises Facilities Management (*the management of Hong Kong Convention and Exhibition Centre and Free Duty*), Construction & Transport (*construction, bus and ferry services*) and Strategic 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
Vice Chairman and Convener of Publicity
Tel: 9370 4914
E-mail: cindy@rocks.org.hk

Photo 1: Brian Cheng, Executive Director of NWS Holdings (Middle), Cindy Choi, Vice Chairman of the Association for Geoconservation, Hong Kong (first from left) and Sheila Tang, General Manager - Corporate Communication of NWS Holdings (first from right), together with two representatives of the Young Ambassadors for Geoconservation, officiate at a ceremony to kick off this year's training programme.



Photo 2: Eight students are presented the “Young Geo-guide Awards” that recognise their exceptional performances in leading NWS Hong Kong Geo Wonders Hike guided public tours last year.



Photo 3: Students from CNEC Christian College receive the “Best Team Spirit Award”. They demonstrate geo-tour leading techniques in Putonghua on stage.

