

新聞資料 Media Information

For immediate release

Annual NWS Hong Kong Geo Wonders Hike kicks off with multi-faceted community events

Featuring “Tick & Hike” Asia-Pacific Global Geoparks Voting to promote “Conservation without Boundaries”

(2 November 2014, Hong Kong) NWS Hong Kong Geo Wonders Hike Programme 2014-15, jointly organized by NWS Holdings Limited (“NWS Holdings” or “the Group”; Hong Kong stock code: 659) and the Association for Geoconservation, Hong Kong, was kicked off yesterday at a ceremony in Aberdeen Country Park attended by around 1,000 members of the public. Entering its seventh year, the programme rolls out a series of public activities this month, including a new “Tick & Hike” Asia-Pacific Global Geoparks Voting campaign, two guided public tours and a geoconservation-themed orienteering contest, aiming to increase public awareness and involvement in geoconservation.

Hong Kong Geopark was officially designated a member of the National Geoparks of China in 2009. It was subsequently accepted to the Global Geopark Network by the United Nations Educational, Scientific, and Cultural Organization (“UNESCO”) in 2011, and will undergo revalidation in 2015, with public engagement as one of the three main assessment areas. Tsang Yam Pui, Executive Director and Chairman of Corporate Social Responsibility Committee of NWS Holdings, said, “As an early driving force of geoconservation in Hong Kong, NWS Holdings will continue its efforts of public education and community-based promotion. The month-long ‘Tick & Hike’ Asia-Pacific Global Geoparks Voting campaign debuted today aligns with our efforts to promote the idea of ‘Geoconservation without Boundaries’ and will help mobilize our community to support Hong Kong Global Geopark’s forthcoming revalidation exercise.”

Dr Young Ng, Chairman of Association for Geoconservation, Hong Kong, said that the Global Geoparks Network supported by UNESCO has designated more than 100 magnificent geo-sites around the globe as members, with 40% in the Asian-Pacific Region. “With invaluable geo-heritages, well-established facilities and extensive public education programmes, the Hong Kong Geopark differentiates itself as the only Global Geopark in the Pearl River Delta Region. As it steps into the revalidation assessment in 2015, we hope that the Hong Kong public will keep exploring and conserving our unique natural landscape. Public support is instrumental to materializing our geopark’s vision of geo-learning and education and maintaining its world-class status,” remarked Dr Ng.

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The “Tick & Hike” Asia-Pacific Global Geoparks Voting campaign invites members of the public to vote for their favourite Global Geopark out of 10 shortlisted ones located in Asia Pacific throughout November. Participants will automatically enter a lucky draw to win social enterprise cash vouchers, while those opt to contribute a write-up could earn a chance to win attractive travel prizes, including round-trip flight tickets for two to Jeju, Korea (Grand Prize plus HK\$15,000 cash sponsorship), Taipei (Second Prize), or Sanya, Hainan (Third Prize).

Participants at today’s guided public tour were introduced to the evolution and geological features of Aberdeen Reservoir through the interpretations of professional geo-guides and Young Ambassadors for Geoconservation. Other activities include a guided public tour on 15 November that features terraced fields and intertidal areas in Chi Ma Wan and Mui Wo, and the GeoMazing Hunt Orienteering Contest on 29 November in Cheung Chau, where contestants will be challenged with various team tasks related to geoconservation. In addition, outstanding Young Ambassadors and their teacher advisors will take part in an exchange tour to Matsu, Taiwan, from 7 to 9 November for a geopark field trip and an exchange with students from Department of Geography of National Taiwan University.

NWS Hong Kong Geo Wonders Hike has engaged more than 23,000 members of the public in an array of community activities since its launch in 2008. The Young Ambassadors for Geoconservation Training Programme was introduced in 2011 to sustain geoconservation efforts in the long run. To date, more than 640 senior secondary school students from 150 schools joined geoconservation and whole person development training, accumulating approximately 20,000 hours of training. The ambassadors take active part in guided public tours by applying what they have learned in the training programme. For more information about NWS Hong Kong Geo Wonders Hike activities, including “Tick & Hike” Asia-Pacific Global Geoparks Voting campaign, please visit <http://geo.nws.com.hk> or 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 organization composed of volunteers with a mission to conserve 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 that might destroy our invaluable heritage; and cooperates with government and conservation bodies to conserve our rocks and landforms.

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Photo 1: Tsang Yam Pui (fifth from right) and Tommy Cheung (fourth from right), Executive Directors of NWS Holdings; Joseph Sham, Assistant Director (Country and Marine Parks) of Agriculture, Fisheries, and Conservation Department (fifth from left); Dr Young Ng, Chairman of the Association for Geoconservation, Hong Kong (third from right) and the representatives from supporting organizations officiate at the launch ceremony of “Tick & Hike” Asia-Pacific Global Geoparks Voting campaign.



Photo 2: Around 1,000 participants join the Aberdeen Guided Public Tour to learn about the evolution and geological features of Aberdeen Reservoir through the interpretations of professional geo-guides and Young Ambassadors for Geoconservation.



Photo 3: NWS Hong Kong Geo Wonders Hike campaign buses travel in the city to raise public awareness of geoconservation.

