

Government committed to promoting 2008 Beijing Olympics

In response to media enquiries concerning the promotion of the 2008 Beijing Olympics, a Home Affairs Bureau spokesman said today (September 2) that the Government had started to engage different sectors to arouse public awareness of the 2008 Beijing Olympics with special emphasis on the Events co-hosted by Hong Kong, to educate the people in Hong Kong about the Olympic Spirit and the equestrian sport, and to encourage community participation in full.

"We all know that the Olympic and Paralympic Games to be held in 2008 are very exciting events that will touch the hearts of billions of people around the world. Hong Kong as a co-host city will no doubt share this joy and pride," the spokesman said.

"We have recently held a one-year countdown in front of Victoria Harbour with local athletes counting down the seconds to this world's great events.

"Our game plan is to start building up the momentum from now on with city dress-ups being launched near to the 300 days countdown celebrations in mid October. The atmosphere will continue to be built up with 200 days and 100 days countdown activities, followed by a torch relay in May next year. We believe all of these events will attract a large audience and help promote Hong Kong's international image as a co-host Olympic city.

"To widely publicise Olympism, we need to reach out to different sectors of the community, including district organisations. There will also be promotional activities both locally and abroad.

"At the implementation level, we will be working closely with all major stakeholders including the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), Hong Kong Jockey Club (HKJC), the 18 District Councils, Hong Kong Equestrian Federation (HKEF), Riding for the Disabled Association, youth groups, schools and tourism bodies.

"While we will try to maintain a momentum of building up the Olympic atmosphere in the city, we are mindful of prudent spending of taxpayers' money. Our strategy is community involvement and we are actively communicating with the

private sector, in particular the official sponsors of the Olympic Games, with a view to partnering in their promotional activities relating to the Olympics.

"This week, we had a meeting with the official sponsors to brief them on our plans. We will be meeting them again in the near future to discuss further collaboration opportunities.

"We have also asked government departments to fulfill the task of promoting Olympism by redeployment of existing manpower resources.

"With 'One World One Dream' in our mind, I am sure Hong Kong will be able to pool all strengths with all stakeholders in fostering the spirit of Olympism advocated under the Olympic Charter," the spokesman said.

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