

SHA Launches "New York Celebrates Hong Kong 2008" Festival (with photos)

"New York Celebrates Hong Kong" comes to live in the heart of New York City. A 30-second vignette highlighting the festival and showcasing Hong Kong's cosmopolitan culture and economic vitality is being screened prominently on the NBC Universal's Jumbo Tron in bustling Times Square, bringing the campaign to the heart of New York City.

"New York Celebrates Hong Kong 2008" festival is a month-long celebration throughout New York City of Hong Kong's creativity and entrepreneurship. The festival, which includes events featuring local and international artists, showcases Hong Kong's cultural and economic vitality. Through art exhibits, opera and dance performances and educational symposiums, the festival offers an opportunity to learn about the evolving "modern heritage" of the continuously vibrant and transformative city of Hong Kong.

The festival is hosted by the Hong Kong Economic and Trade Office, New York and supported by the Hong Kong Tourism Board.

Partnering with NBC Universal, 45-second vignettes highlighting the "New York Celebrates Hong Kong 2008" festival and Hong Kong's colorful heritage are also screened on video-screens in New York City's famous yellow taxi cabs.

Hong Kong Secretary for Home Affairs Mr. Tsang Tak-sing was in town to help kick off this media campaign for the "New York Celebrates Hong Kong 2008" Festival in New York City today (October 10, New York time).

On arrival at the NBC headquarters at Rockefeller Centre where an official ceremony was held to launch the media campaign, Mr. Tsang was greeted by Executive Vice President, WNBC Mark Lund, Vice President, WNBC, Robert Harnaga, Director, NBC Everywhere, Michael Mongelluzo and President and General Manager of WNBC Tom O'Brien.

Mr. Tsang rode in a New York City yellow taxi-cab to see for himself the vignette that highlights the "New York Celebrates Hong Kong 2008" festival after a meeting with executives from NBC Universal and a tour of the NBC Studios at Rockefeller Center.

NBC Universal was the official broadcaster for the 2008 Beijing Olympic Games. It partnered with the Hong Kong Economic and Trade Office to broadcast a 30-minute program "Hong Kong Reins" before the start of the 2008 Beijing Olympic Games, showcasing Hong Kong as an equine capital and the perfect host for the 2008 Olympic and Paralympic Equestrian Events.

Today, Mr. Tsang also visited the Frank Sinatra School of the Arts, a high school that offers a specialized program in the arts as well as a full academic curriculum. He met with the principal of the school, Ms. Donna Finn, to find out more about the school and its program, and exchanged views on issues related to the propagation of art and culture.

While visiting the Frank Sinatra School of the Arts, Mr. Tsang also stopped by a workshop conducted by members of the Ming Chee Sing Chinese Opera Company for about 150 students from the school. The workshop covered the history of Cantonese opera, a short demonstration and an introduction of the leads of Ming Chee Sing – Ms. Koi Ming Fai and Ms. Ng May Ying, as well as a question-and-answer session.

The workshop was part of the program under "New York Celebrates Hong Kong" and was intended to offer an appreciation of the art form from a deeper level.

On Saturday, Mr. Tsang will officiate at the New York premiere of the "Hong Kong Panorama: Rhapsody of Cantonese Opera" by Ming Chee Sing Chinese Opera Company at Queens Theatre in the Park.

For more information about the festival, please visit: www.newyorkcelebrateshongkong.com.

Ends/Saturday, October 11, 2008

