

East Asian Games City Dress-up programme to be launched

To promote the hosting of the East Asian Games (EAG) in December 2009, the Home Affairs Bureau will shortly launch a city dress-up programme that will run until the closing of the Games.

The programme, which aims to boost publicity for the EAG and enhance the atmosphere leading up to the Games, will include displays of lamp post bunting and footbridge banners along main thoroughfares. In addition, giant wall banners and billboards will be put up at prominent locations to remind the public of the dates of the Games and to help create an atmosphere of anticipation for the event.

Permanent Secretary for Home Affairs, Mrs Carrie Yau, today (June 24) said: “The city dress-up programme organised by the Home Affairs Bureau will help to create a festive atmosphere and encourage the public to watch the Games.”

She added that key EAG sponsors would contribute to the dress-up programme. “We are looking forward to the support of the whole community for what promises to be an exciting and spectacular event for Hong Kong,” said Mrs Yau.

From December 5 to 13, 2009, more than 3,000 athletes from the nine EAG participating countries and regions, namely China, the Democratic People's Republic of Korea, Hong Kong China, Japan, Korea, Macao China, Mongolia, Chinese Taipei and Guam, will gather in Hong Kong to take part in the Fifth East Asian Games.

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