

## "M" Mark status and support packages for Hong Kong Cricket Sixes 2010

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The following is issued on behalf of the Major Sports Events Committee:

The Major Sports Events Committee (MSEC) has awarded "M" Mark status and support packages to Karp Group & PC Jeweller Hong Kong Cricket Sixes 2010, to be held on November 6 and 7 at the Kowloon Cricket Club.

The Chairman of the MSEC, Mr Herman Hu Shao-ming, said today (November 5) that this event is the pride of Hong Kong, and like all "M" Mark events it will add colour and vibrancy to the city and attract more visitors.

"'M' Mark events not only showcase Hong Kong's capability to host world-class events, but also reinforce our position as the events capital of Asia. They bring economic benefits to Hong Kong by attracting tourists, and promote the development of sport in the community," Mr Hu said.

The "M" Mark System has been in place since 2004 to help local sports associations organise more major sports events, and nurture them into sustainable ventures. Sports events that fulfil the assessment criteria in terms of economic benefits, impact on sports development and good track record of the organisers will be granted the "M" Mark status by the MSEC. Funding support will be provided for some of the event organisers.

The number of recognised "M" Mark events has increased from four in 2005 to eight in 2010 and so far a total of \$31.5 million has been approved to support "M" Mark events.

Application details for "M" Mark status, including application form and guidelines for application, are available on the "M" Mark events website ([www.mevents.org.hk](http://www.mevents.org.hk)).

Ends/Friday, November 5, 2010

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