

"M" Mark status and support packages for the 4th Hong Kong DanceSport Festival

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 the 4th Hong Kong DanceSport Festival to be held on November 27 and 28 at the Queen Elizabeth Stadium.

The Chairman of the MSEC, Mr Herman Hu Shao-ming, said today (November 26) 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 to Hong Kong.

"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 operation since 2004 to help local sports associations organise bigger sports events and nurture them into sustainable undertakings. Sports events that fulfill 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 these events.

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

Application details for "M" Mark status, including application form and guideline to application, are available on the "M" Mark events website (www.mevents.org.hk).

Ends/Friday, November 26, 2010

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