

"M" Mark Event "Cathay Pacific/Credit Suisse Hong Kong Sevens 2011" begins soon

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

The Major Sports Events Committee (MSEC) has awarded "M" Mark status to the Cathay Pacific/Credit Suisse Hong Kong Sevens 2011. The event will take place from March 25 to 27 at the Hong Kong Stadium.

The Chairman of MSEC, Mr William Ko Wai-lam, said the event is the pride of Hong Kong and, like all "M" Mark events, it will add colour and vibrancy to our city and help attract more visitors to Hong Kong.

Mr Ko said: "'M' Mark events showcase Hong Kong's capability to host world-class events and reinforces its position as the events capital of Asia.

"'M' Mark events also help generate economic benefits for Hong Kong by attracting tourists. They also promote the development of sports in the community," he added.

The "M" Mark System has been implemented since 2004 to help local national sports associations organise more major sports events and nurture them into sustainable undertakings. Sports events meeting the assessment criteria in terms of economic benefits, impact on sports development, and good track record of the organisers will be granted "M" Mark status by MSEC. Funding support will also 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. The Committee has so far approved a total of about \$39.6 million in matching funds to 23 recognised "M" Mark events.

For details of application for "M" Mark status, please visit the "M" Mark events website, www.mevents.org.hk.

Ends/Wednesday, March 23, 2011

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