

"M" Mark status for FIVB Volleyball World Grand Prix - HK 2011

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

The Major Sports Events Committee (MSEC) has awarded "M" Mark status with funding support to the FIVB Volleyball World Grand Prix - Hong Kong 2011, presented by Watsons, which is to be held from August 19 to 21 at the Hong Kong Coliseum.

The Chairman of the MSEC, Mr William Ko, said today (August 12) the event is the pride of Hong Kong and, like all "M" Mark events, will add colour and vibrancy to our city and help attract more visitors to Hong Kong.

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

"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 was implemented in 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 organisers' good track record, will be granted the "M" Mark status by the MSEC. Funding support will also be provided for some of the event organisers.

The number of recognised "M" Mark events increased from four in 2005 to eight in 2010. So far, a total of \$44.63 million has been approved for supporting recognised "M" Mark events.

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

Ends/Friday, August 12, 2011

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