

## "M" Mark status for Karp Group Hong Kong Cricket Sixes 2011

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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 to the "Karp Group Hong Kong Cricket Sixes 2011", which is to be held from October 28 to 30 at the Kowloon Cricket Club.

The Chairman of the MSEC, Mr William Ko, said today (October 24) the event, like all "M" Mark events, 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 reinforce 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 Scheme 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 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 has increased from four in 2005 to eight in 2011. So far, a total of \$45.63 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](http://www.mevents.org.hk).

Ends/Monday, October 24, 2011

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