

"M" Mark status for Hong Kong Squash Open 2011 and Hong Kong Open 2011 (badminton)

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 Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2011, which is to be held from November 13 to 20 at the Hong Kong Squash Centre and the Hong Kong Cultural Centre Piazza.

The MSEC also granted "M" Mark status with subvention on Leisure and Cultural Services Department venue charges to the Yonex-Sunrise Hong Kong Open 2011, which is part of the Osim BWF World Superseries. The badminton competitions will take place from November 15 to 20 at the Hong Kong Coliseum.

The Chairman of the MSEC, Mr William Ko, said today (November 7) that these events, like all "M" Mark events, will add colour and vibrancy to our city and help foster a sense of pride and social cohesion.

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

"'M' Mark events also help generate economic benefits for Hong Kong by attracting tourists. They also instil a sustainable sporting culture 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 "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 at www.mevents.org.hk.

Ends/Monday, November 7, 2011

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