

"M" Mark status for Hong Kong Open Championship 2011 (golf)

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 UBS Hong Kong Open Championship 2011, which is to be held from December 1 to 4 at the Hong Kong Golf Club in Fanling.

The Chairman of the MSEC, Mr William Ko, said today (November 25) that 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 instil a sustainable sporting culture in the community, and help foster a sense of pride and social cohesion," 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, the impact on sports development, and the 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 at www.mevents.org.hk.

Ends/Friday, November 25, 2011

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