

"M" Mark status for Hong Kong BMX Golden League Round 1 - BMX World Star Challenge

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 Hong Kong BMX Golden League Round 1 - BMX World Star Challenge, which is to be held at the Hong Kong Jockey Club International BMX Park from March 2 to 4.

The Chairman of the MSEC, Mr William Ko, said today (February 27) 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 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, "'M' Mark events showcase Hong Kong's capability to host world-class events and reinforce its position as the events capital of Asia."

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 \$48.03 million has been approved for supporting recognised "M" Mark events.

Ends/Monday, February 27, 2012

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