

## "M" Mark status and support for Karp Group Hong Kong Cricket Sixes 2012

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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 and support packages to the Karp Group Hong Kong Cricket Sixes 2012, to be held from October 27 to 28 at the Kowloon Cricket Club.

The Chairman of the MSEC, Mr William Ko, said today (October 26) that the event, like all "M" Mark events, will add colour and vibrancy to Hong Kong and help attract more visitors.

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 -- 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 to some of the event organisers.

The number of "M" Mark events has increased from four in 2005 to 11 in 2012. So far, a total of \$55.03 million has been approved for supporting "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/Friday, October 26, 2012

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