

國泰航空2019年度香港傑出運動員選舉

CATHAY PACIFIC 2019 HONG KONG SPORTS STARS AWARDS

For Immediate Release

Watch Out for the Virtual "Cathay Pacific 2019 Hong Kong Sports Stars Awards" Awards Presentation Ceremony on 10 April 2021!

10 March 2021, Hong Kong: The "Cathay Pacific 2019 Hong Kong Sports Stars Awards" (HKSSA 2019) Awards Presentation Ceremony will be held and videoed in a new initiative at West Kowloon Cultural District on 10 April 2021!

Due to the outbreak of the COVID-19 pandemic in 2020, the event scheduled in March 2020 was postponed. Not wanting to delay the Awards Presentation further, SF&OC has decided to stage the Awards with an innovative perception. Different from standard online awards presentation ceremony, our Ceremony will integrate the XR technology with reality combining the virtual and physical world in announcing the Awardees. Moreover, a theme of "The ARThletes" will be used to promote display art pieces created jointly by local artists and athletes at the venue. This Awards will be a combination of sports, art and technology.

The six categories of the Awards comprise the prestigious "Hong Kong Sports Stars Awards" and the "Cathay Pacific Best of the Best Hong Kong Sports Stars Award" as well as "Hong Kong Junior Sports Stars Awards", "Hong Kong Sports Stars Award for Team Only Sport", "Hong Kong Sports Stars Awards for Team Event", "Hong Kong Most Promising Sports Stars Awards" and "Hong Kong Sports Stars Breakthrough of the Year Awards". Results of the Awards from Public Voting and Selection by Media and Judging Panel of HKSSA 2019 had been finalized in February 2020.

A series of publicity activities by SF&OC will be launched to promote the celebration of this unique mega sports event to the public. Detail of these activities can be found on the event website at <https://sportstar2019.hkolympic.org/> and the SF&OC's Facebook Page at <https://www.facebook.com/sfocHK/>.

SF&OC is most grateful and appreciative of the support and considerate understanding of the following organizations including Title Sponsor – Cathay Pacific Airways Limited; Subvented Organization – Leisure and Cultural Services Department; Principal Partner – New World Development Company Limited; Official Fitness Partner – Fitness First; Official Partner – Fila Marketing (Hong Kong) Limited, Panasonic, Secret9 Production House, JM Network Limited; and Media Partner – Ming Pao Newspapers Limited.

Issued by: Sports Federation & Olympic Committee of Hong Kong, China
Date: 10 March 2021