



# 第63屆體育節

## 63<sup>rd</sup> FESTIVAL OF SPORT

Festival of Sport 體育節 fos.hkolympic.org

主辦機構  
Organizer



資助機構  
Subvented by



Press release and high-resolution images can be downloaded via the following link:  
<https://bit.ly/3iPhGMb>

Press Release

【For Immediate Release】

### 63<sup>rd</sup> Festival of Sport – Sport for All, Together We Start OUR Fitness Journey

#### Online Debut for a Creative Sports World

#### Hong Kong Athletes Attend the “Sports Meet on the Table”



- Theme photos “Sports Meet on the Table” to introduce a creative sports world
- Free download of classic local game “Fitness Teller” to start our fitness journey at home
- Four Festival of Sport Ambassadors actively participate in the event promotion activities

(7 October 2020, Hong Kong) The 63<sup>rd</sup> Festival of Sport, organised by the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) and subvented by Leisure and Cultural Services Department, is an annual local mega sport event. Under COVID-19 epidemic, the Opening Ceremony and Carnival,

指定食品夥伴  
Official Food Partner



銀贊助商  
Silver Sponsor



指定運動服裝  
Official Sports Apparel Partner



首席夥伴  
Principal Partner



指定健身合作夥伴  
Official Fitness Partner



指定飲用水  
Official Water



媒體夥伴  
Media Partner



網上媒體夥伴  
Online Media Partner



支持機構  
Supporting Organization



many Festival of Sport (FOS) events that originally scheduled to be held from April this year were cancelled. Moving into October, FOS will make its debut for a series of activities with a slogan “Sport for All, Together We Start OUR Fitness Journey” to encourage the public to stay active again post-COVID. While keeping social distance from each other, the public is encouraged to interact with family and friends, continue to exercise and carve their own path to a healthier and happier lifestyle. This year, FOS will utilize multi-platforms to promote “Sport for All” and have appointed TANG Hong Sing (Athletics), MA Wing Yu (Cycling), Sophia WU (Fencing) and TONG Yui Shing (Sailing) to be the Ambassadors to encourage the public to join FOS’ activities and develop a good habit of regular exercises.

### “Sports Meet on the Table”

The key visual of this year’s FOS is developed from the concept “Sports Meet on the Table”. Three



Ambassadors emerge in the world of sports using tableware, stationary and epidemic prevention materials on dining table and desk.

In the past few months, the public was constrained from outdoor activities due to the COVID-19 epidemic. The public is now introduced to a creative sports world through the concept “Sports Meet on the Table” to enjoy sports at home. The concept photos include TANG Hon Sing running over “Post-it” hurdle, MA Wing Yu cycling on a road making of notebook and paper clips, and TONG Yui Shing “sailing” on the dining table. Through these imaginative photos, the public is encouraged to be creative and enjoy sports with friends and

family despite keeping social distance from each other. It is of utmost importance to develop a healthy lifestyle by doing regular exercise post COVID-19.



TONG Yui Shing, Hong Kong Sailing representative, said the idea of the key photos is very appealing. He said, “through the theme of this year’s FOS ‘Sport for All, Together We Start OUR Fitness Journey’ and the creative theme photos, the public is encouraged to keep up with exercise anytime and anywhere.

People might have reduced outdoor activities during the epidemic, we need to start doing exercises again to keep moving on our road to fitness together. Despite the big waves and strong winds ahead, Hong Kong people are encouraged to march on strongly and keep our mind and body strong through sports.”

MA Wing Yu, retired Hong Kong Cycling athlete, exclaimed that the concept of the photos is very interesting. “I cycled in different environment but never thought of I could cycle on a note pad! The creatives are really interesting and I hope people will be inspired by the photos to enjoy sports with friends and family and release the stress under the epidemic condition.”

TANG Hon Sing, retired Hong Kong Athletics athlete, said, “being a coach and an ex-elite athlete, I strongly believe that “sport has the power to change life”. I am glad to be FOS Ambassador this year and I hope to share the joy of playing sports with the society. Also, besides wearing the masks, washing hands and aware of personal and environmental hygiene, it is also important to keep individual’s physical and emotional well-being. We wish the public will actively participate in the FOS’ activities this year and stay active post COVID-19.”

### Free download of classic local game “Fitness Teller”

FOS will make its debut for a series of online activities. The classic local game “Fitness Teller”, which has merged the classic paper game with fitness activities and aims to encourage the public to do more



# 第63屆體育節

## 63<sup>rd</sup> FESTIVAL OF SPORT

Festival of Sport 體育節 [fos.hkolympic.org](http://fos.hkolympic.org)

主辦機構  
Organizer



資助機構  
Subvented by



exercises by happy collective memories and in a fun atmosphere, is now free for download. The “Fitness Teller” is suitable for people of all ages to challenge friends and family with pre-designed fitness activities and enjoy the game anytime and anywhere. Together with the FOS Ambassadors, other athletes including WONG Kam Po, LEE Chi Wo, LEE Ka Man, SZE Hang Yu, KONG Man Wai, CHAN King Yin and LEE Chun Ho, the Karate athlete who has recovered from COVID-19 earlier this year, will also participate in the online “Fitness Teller” challenges to promote FOS.

The public can now download the introduction and paper game of “Fitness Teller” to enjoy the game with friends and family.

“Fitness Teller” can be downloaded from Festival of Sport’s website: <http://fos.hkolympic.org>

For more information and details of FOS’ activities, please visit the Festival of Sport’s website at <http://fos.hkolympic.org> and follow our Facebook page at <https://www.facebook.com/sfocfos> for the latest updates.

Sports Federation & Olympic Committee of Hong Kong, China expresses sincere thanks to the support to the 63<sup>rd</sup> Festival of Sport from the subvented organisation Leisure and Cultural Services Department, Official Food Partner Nissin Foods Company Limited, Silver Sponsor S.F. Express (Hong Kong) Limited, Official Sports Apparel Partner FILA Marketing (Hong Kong) Limited, Principal Partner New World Development Company Limited, Official Fitness Partner Fitness First, Official Water Bonaqua Mineralized Water, Media Partner MingPao Newspapers Limited, Online Media Partner Sportsroad and Supporting Organization China Travel Service (Hong Kong) Limited.

指定食品夥伴  
Official Food Partner



銀贊助商  
Silver Sponsor



指定運動服裝  
Official Sports Apparel Partner



首席夥伴  
Principal Partner



指定健身合作夥伴  
Official Fitness Partner



指定飲用水  
Official Water



媒體夥伴  
Media Partner



網上媒體夥伴  
Online Media Partner

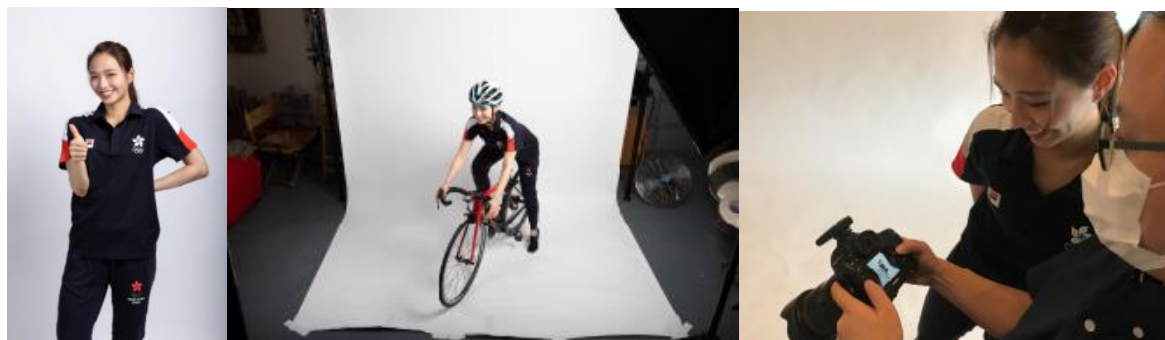


支持機構  
Supporting Organization



### Photo Caption

#### Photo 1



MA Wing Yu, the 63<sup>rd</sup> FOS Ambassador and retired Hong Kong Cycling athlete, exclaimed that the theme of the photos is very interesting. She hopes the public will be inspired by the photos to enjoy sports with friends and family and release the stress under the epidemic condition.

#### Photo 2



TONG Yui Shing, Hong Kong Sailing representative, thought the theme of the key photos is very appealing. He hoped through the theme of this year's FOS 'Sport for All, Together We Start OUR Fitness Journey' and the funny and creative theme photos, Hong Kong people is encouraged to do exercise anytime and anywhere and to march on strongly despite the big waves and strong winds ahead."

Photo 3



TANG Hon Sing, retired Hong Kong Athletics athlete, felt glad to be FOS Ambassador this year and hopes to share the joy of playing sports with the society. He believes that sport has the power to change life.

Photo 4



The four FOS Ambassadors – (from left) TANG Hon Sing, TONG Yui Shing, Sophia WU and MA Wing Yu, will participate in a series of FOS' activities and interact with the public.

Photo 5



FOS will make its debut for a series of online activities. The classic local game “Fitness Teller”, which has merged the classic paper game with fitness activities and aims to encourage the public to do more exercises by happy collective memories and in a fun atmosphere, is now free for download. The “Fitness Teller” is suitable for people of all ages to challenge friends and family with pre-designed fitness activities and enjoy the game anytime and anywhere.

This press release is delivered by **ActionHouse International Limited** on behalf of **Sports Federation & Olympic Committee of Hong Kong, China**.

Media Enquiry:

**ActionHouse International Limited**

Candy Lau Tel: 3102 8105 / 9478 8560 E-mail: [clau@actionhouseintl.com](mailto:clau@actionhouseintl.com)

Carmen So Tel: 3102 2778 / 6026 0147 E-mail: [cso@actionhouseintl.com](mailto:cso@actionhouseintl.com)

指定食品夥伴  
Official Food Partner



銀贊助商  
Silver Sponsor



指定運動服裝  
Official Sports Apparel Partner



首席夥伴  
Principal Partner



指定健身合作夥伴  
Official Fitness Partner



指定飲用水  
Official Water



媒體夥伴  
Media Partner



網上媒體夥伴  
Online Media Partner



支持機構  
Supporting Organization

