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Press Release

【For Immediate Release】

63rd Festival of Sport – “Fitness Promotion Truck” Gets into the Community

Encourage the Public to Enter the Creative Sports World and Continue to be Active at Home



- The 63rd Festival of Sport “Fitness Promotion Truck” will travel to different communities throughout Hong Kong between 27 -29 November and 4 - 6 December to encourage the public to stay healthy and active while staying at home.
- Free giveaways of classic local games “Fitness Teller” and “Fitness Chess” for public to bring home and enjoy the fitness games with family
- The last stop of this year Festival of Sport will land at The Forest between 8 December and 12 December to let the public emerge in the creative sports world of “Sports Meet on the Table”.

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第63屆體育節

63rd FESTIVAL OF SPORT

Festival of Sport 體育節 fos.hkolympic.org

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(24 November 2020, Hong Kong) The 63rd 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 which made its debut for a series of multi-platform activities since early October with an aim to encourage the public to “Start OUR Fitness Journey”. The campaign also promoted “Sport for All” and togetherness through sports.

“Fitness Promotion Truck” gets into different districts to share the joy of playing sports

Festival of Sport (FOS) used creative key visuals and online promotion events to encourage the public to stay healthy since October. Moving into November, FOS further brings sports to the community. The “Fitness Promotion Truck” will be launched and get into different districts around Hong Kong between 27 - 29 November and 4 - 6 December to encourage the public to stay healthy and active while staying at home. Classic local games combined with fitness elements – “Fitness Teller” and “Fitness Chess” will be distributed to the public as free giveaways for them to bring home and enjoy the fitness games with family. On 27 November (Friday), Hong Kong Snooker representative, Mr. Marco FU, together with FOS Ambassadors will be present to witness the launching of the “Fitness Promotion Truck”, to support FOS, share the fun and benefits of playing sports and encourage the public to be creative and do more exercises while staying at home.

The 63rd Festival of Sport “Fitness Promotion Truck” will travel to different districts in Hong Kong to cheer for the public. Detailed arrangement of the parking locations and time will be published on Festival of Sport Facebook page. Please stay tuned for the latest news.

The last stop will land at The Forest in December to let the public emerge in the creative sports world of “Sports Meet on the Table”

The last stop of this year’s FOS will land at The Forest in Mong Kok. The public can physically get into the creative key visual design concept of the “Sports Meet on the Table” and emerge in the creative sports world by taking photos on top of a gigantic desk and jump over the “Post-it” hurdles.

Mr. Tony YUE, Chairperson of Festival of Sport Organizing Committee said, “sport is a key element to our health. We hope the public can understand the importance of sports from the community, school

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and family to start their fitness journey. Especially during the epidemic period, we need to stay active to keep us strong and healthy. Therefore, we hope the 'Fitness Promotion Truck' can bring sports into the community to encourage the public to do more exercises at home, keep interactions with family and friends by sharing the fun and joy of sports. We believe that sports can bring the togetherness even under the pandemic situation."

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 63rdFestival 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.

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Photo Caption

Photo 1



The “Fitness Promotion Truck” will be launched and travel around Hong Kong between 27 – 29 November and 4 - 6 December to encourage the public to stay healthy and active while staying at home.

Photo 2



Hong Kong Snooker representative, Mr. Marco FU, together with FOS Ambassadors will be present to witness the launching of the “Fitness Promotion Truck” to support FOS, share the fun and benefits of playing sports and encourage the public to be creative and do more exercises while staying at home.

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Photo 3



“Fitness Promotion Truck” will get into the community to distribute free giveaways of classic local games combined with fitness elements – “Fitness Teller” and “Fitness Chess” to the public as free giveaways for them to bring home and enjoy the fitness games with family.

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

Carmen So Tel: 3102 2778 / 6026 0147 E-mail: cso@actionhouseintl.com

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