



# 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/2V4LE11>

Press Release

【For Immediate Release】

### 63<sup>rd</sup> Festival of Sport – “Fitness Promotion Truck” Officially Launched

#### Getting into Different Communities to Distribute Free Limited Giveaways starting from Today

#### Online Prize Game to Encourage Doing Exercises in Creative Ways

- Hong Kong Snooker Representative, Mr. Marco FU, together with FOS Ambassadors witnessed the launching of the “Fitness Promotion Truck” and shared tips for working out at home.
- “Fitness Promotion Truck” will travel to different communities throughout Hong Kong from today to 29 November and on 4 - 6 December to distribute free classic local games “Fitness Teller” and “Fitness Chess” for public to bring home and enjoy playing games with family at home.
- A new online game with attractive prizes to encourage the public to do exercises at home in a creative way during the pandemic.

(27 November 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 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. To bring sports into our community and encourage the public to be creative while keeping active at home, Festival of Sport (FOS) launched the “Fitness Promotion Truck”, which will travel to different districts in Hong Kong to distribute free local games that merged with fitness elements – “Fitness Teller” and “Fitness Chess” to the public.

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





# 第63屆體育節

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

Festival of Sport 體育節

f Festival of Sport 體育節

fos.hkolympic.org

主辦機構  
Organizer



資助機構  
Subvented by



### Mr. Marco FU and FOS Ambassadors witnessed the official launch of the “Fitness Promotion Truck”

Today (27 November), Hong Kong Snooker Representative, Mr. Marco FU, together with FOS Ambassadors witnessed the launching of the “Fitness Promotion Truck”. Marco, who had excellent performance during his recent practice, brought a cue to attend today’s event, but not a snooker cue this time. Instead, it was a Novuss cue for him to play the local classic game which he played in childhood. Marco also advised that he enjoyed doing exercises with his daughters at home recently. Marco said, “due to the coronavirus pandemic this year, I have not participated in international tournaments and stayed in Hong Kong most of the time. This allows me to spend more time with my family. I also rely on my regular training to keep up my performance level. To further facilitate my training, I recently install a mini snooker table at home for me to enjoy playing snooker with my daughters. I try to use the Novuss today in the event instead of snooker to encourage the public to be more creative, especially under environment restrictions, and try to start the fitness journey from simple games and exercises. I hope the public can develop a good habit of doing regular exercises and stay mentally and physically healthy to fight the virus.”

Besides Marco, the four FOS Ambassadors - TONG Yui Shing (Sailing), TANG Hong Sing (Athletics), MA Wing Yu (Cycling) and Sophia WU (Fencing), also shared local classic games in addition to “Fitness Teller” and “Fitness Chess”. They hoped these games could inspire the public to do more exercises at home in creative ways and enjoy the fun and joy of doing sports anytime and anywhere.

Mr. Tony YUE, Chairperson of Festival of Sport Organizing Committee said, “I am very pleased to witness the launching of our ‘Fitness Promotion Truck’ today. We hope the truck can bring sports further into our community and inspire people by the photos to enjoy sports with friends and family and start their fitness journey. We will distribute free giveaways of local classic games that combined with fitness. Parents may play these games and share their childhood memories with their kids and encourage their kids to do exercises together. We believe that sport is a good channel to unify a family and become a bridge of communications. We hope the sports culture can develop in a more holistic and concrete way and unify everyone in the community.”

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





# 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



The 63<sup>rd</sup> FOS “Fitness Promotion Truck” will travel to different districts in Hong Kong to cheer for the public and distribute limited free games on two consecutive Fridays, Saturdays and Sundays starting from this week. Detailed arrangement of the parking locations and time will be published on Festival of Sport Facebook page. Please stay tuned for the latest news.

### A new online game with attractive prizes to encourage the public to do exercises at home in a creative way during the pandemic

In the previous online game related to the “Fitness Chess”, many creative and encouraging answers were collected from the public sharing how they were motivated to do exercises from the animals in the “Fitness Chess”. FOS is going to launch another online game with attractive prizes to encourage the public to do exercises at home in a creative way in early December. Please stay tuned for the announcement of the details and the terms and conditions of the Prize Game at the Festival of Sport Facebook page: <https://www.facebook.com/sfocfos>.

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



Four FOS Ambassadors - Sophia WU (Fencing), TANG Hong Sing (Athletics), MA Wing Yu (Cycling) and TONG Yui Shing (Sailing) shared local classic games in addition to “Fitness Teller” and “Fitness Chess”. They hoped these games could inspire the public to do more exercises at home in creative ways and enjoy the fun and joy of doing sports anytime and anywhere.

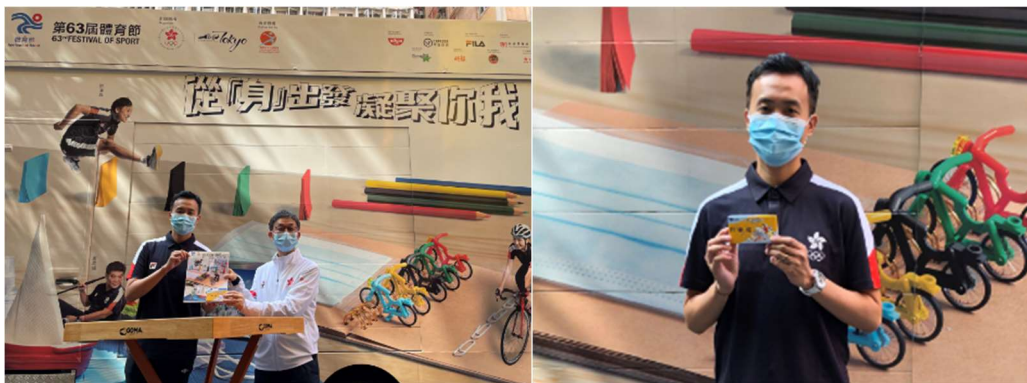
Photo 2



Mr. Marco FU, who had excellent performance during his recent practice, brought a cue to attend today’s event, but not a snooker cue this time. Instead, it was a Novuss cue for him to play this local classic game. Marco encouraged the public to be more creative, especially under environment restrictions, and try to start the fitness journey from simple games and exercises. He hoped the public

can develop a good habit of doing regular exercises and stay mentally and physically healthy to fight the virus.

Photo 3



Mr. Tony YUE, Chairperson of Festival of Sport Organizing Committee presented the “Fitness Chess” customized by FOS to Mr. Marco FU and advised Marco to play this game with his daughters, share his childhood memories and encourage his daughters to do exercises with him.

Photo 4



The 63<sup>rd</sup> FOS “Fitness Promotion Truck” will travel to different districts in Hong Kong to cheer for the public and distribute limited free games on two consecutive Fridays, Saturdays and Sundays starting from this week.

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





# 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



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

