



**第63屆體育節**  
**63<sup>rd</sup> FESTIVAL OF SPORT**  
 Festival of Sport 體育節  
 fos.hkolympic.org

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<https://bit.ly/3anibvz>

Press Release

【For Immediate Release】

**63<sup>rd</sup> Festival of Sport Concluded Successfully with A Colourful Collage Photo**  
**Raised Public Awareness on Sports under the “New Norm” through Multi-platform**  
**Activities**  
**Public Shared Creative Ways and Photos of Exercising at Home to Realize “Sport for All,**  
**Together We Start OUR Fitness Journey”**



- Various activities were held under the 63<sup>rd</sup> Festival of Sport since early October which inspired the public to be creative under the “New Norm”, raised public awareness on sports and encouraged people to exercise regularly.
- Public participated actively in the online activity and shared creative ways and photos doing exercises at home, which concluded this year’s Festival of Sport with lots of colours.

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- Festival of Sport Ambassadors sent regards to the public, encouraged all to exercise regularly and looked forward to a healthy and energetic 2021

(29 December 2020, Hong Kong) Coming to the end of 2020, the annual local mega sport event - 63<sup>rd</sup> Festival of Sport (FOS), organized by the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) and subvented by Leisure and Cultural Services Department, had concluded successfully. Being affected by the COVID-19 epidemic, this year's FOS was different from previous years. The Opening Ceremony and Carnival, and many FOS events co-organized by National Sports Associations that originally scheduled to be held from April were cancelled. However, the aim to promote "Sport for All" was not hindered by the pandemic situation. Since early October, FOS made its debut for a series of multi-platform activities to inspire people to be creative, to continue to exercise, to interact with friends and families while keeping social distance from each other, and to carve their own path to a healthier and happier lifestyle.

### Debut in multi-platform activities under the "New Norm"

There were around 60 sports activities in each year's FOS previously. Affected by the epidemic in 2020, FOS made its debut for a new series of online activities, with a slogan "Sport for All, Together We Start OUR Fitness Journey" to encourage the public to stay active during the pandemic and to promote togetherness by participation in sports. Since early October, FOS organised diversified online activities to inspire public to immerse into the creative sports world. These activities include publicizing "Sports Meet on the Table" key visuals where Hong Kong athletes emerged in the world of sports using epidemic prevention materials on dining table and desk; designed classic local games "Fitness Teller" and "Fitness Chess" which combined with fitness activities for public to download for free; invited four FOS Ambassadors - TONG Yui Shing (Sailing), TANG Hon Sing (Athletics), MA Wing Yu (Cycling) and Sophia WU (Fencing) and other Hong Kong well-known athletes to share their home exercising videos on social media; and organised online prize activities, etc.

In addition to online activities, the four FOS Ambassadors also participated actively in the on-ground activities to promote FOS. They visited a primary school at the end of October and joined the primary students' P.E. classes. Over 10,000 packs of "Activity Kits for an Active Start" were distributed to primary students from 45 schools with an objective to inspire students to do exercises regularly and

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to cheer for their resumption of school. At the end of November, the Ambassadors also witnessed the official launching of the “Fitness Promotion Truck”. The “Fitness Promotion Truck” travelled to different districts in Hong Kong on two consecutive weekends since late November to promote FOS and to cheer for the public and encourage them to do exercises with family at home while fighting the virus.

Mr. Tony YUE, Chairperson of FOS Organizing Committee, said, “2020 is a challenging year for all of us. Under the global pandemic situation, our daily life was greatly affected. It is of utmost importance to promote “Sport for All” at this moment because regular exercising is one of the key components of health. We took the first step to use new methods to promote FOS this year. We hope the public can continue to enjoy different kind of sports activities while staying at home.”

### Overwhelming responses received from the online activity to conclude FOS with a colourful picture

With an aim to encourage the public to do exercises at home in a creative way, FOS launched another online prize activity that invited the public to share their own creative methods and photos of doing home exercises in early December. With the enthusiastic support from the public, over 2,700 responses and 400 photos on exercising at home were received. Winners of the activity will be announced on FOS’s website at <http://fos.hkolympics.org> on 15 January 2021. Please stay tuned for the updates.

Mr. Tony YUE, Chairperson of FOS Organizing Committee, concluded this year’s FOS, “we are very delighted to receive overwhelming responses and enthusiastic participation from the public to our online prize activities. Through the two activities we had collected enormous number of creative and encouraging ways in doing exercises at home. It reflected that people of all ages, including those who might not be very active in sports previously, were willing to interact with family and friends through sports. We designed a collage photo made up of individual photos collected from our athletes and the public to cheer for Hong Kong during the pandemic and used this beautiful picture to conclude this year’s FOS. Looking forward to 2021, the sports sector will continue to use different ways to promote sports under the ‘New Norm’. We hope the sport culture in Hong Kong can develop more comprehensively to realise ‘Sport for All, Together We Start OUR Fitness Journey’.”

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To refresh the highlights of 63<sup>rd</sup> FOS and other information of FOS, please visit the FOS'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> FOS 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.

## Photo Caption

### Photo 1



The 63<sup>rd</sup> FOS organized a series of multi-platform activities to inspire the public to be creative while staying active at home and to promote "Sport for All". This year's FOS concluded successfully by a colourful collage photo with individual's exercising at home collected from athletes and the public to encourage the public to stay strong and healthy while fighting for the pandemic at home.

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Photo 2



FOS Ambassador TANG Hon Sing (Athletics) believed that we will get through the hurdles and resume to normal life to enjoy the fun of sports with families and friends again very soon.

Photo 3



FOS Ambassador MA Wing Yu (Cycling) encouraged the public not to be backed down by the difficulties right now, but to keep the body and mind strong to face what is ahead.

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Photo 4



FOS Ambassador Sophia WU (Fencing) encouraged the public to set goal for a healthy life for the coming year and live an energetic new year ahead.

Photo 5



FOS Ambassador TONG Yui Shing (Sailing) hoped Hong Kong people will continue to march on strongly with our Hong Kong spirit to face the future challenge and live a splendid 2021.

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Photo 6



Mr. Tony YUE, Chairperson of FOS Organizing Committee, stated that the sports sector will continue to use different ways to promote sports under the ‘New Norm’ and hoped the sport culture in Hong Kong can develop more comprehensively to promote “Sport for All” by a series of sports activities and raise public awareness on sports.

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

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