



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

For Immediate Release

100 Days to Hangzhou Asian Games Opening Ceremony Mascot Rock Supporting the Hong Kong, China Delegation with Members of the Public

High-resolution images are available at: <https://shorturl.at/wBF58>

(15 June 2023, Hong Kong) With the opening ceremony of the Hangzhou Asian Games just 100 days away, the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) today unveiled Rock, the brand new mascot of the Hong Kong, China Delegation, and invited members of the public to cheer and root for our athletes.

SF&OC cooperated with Hong Kong Design Institute last year, inviting their students to design the mascot for the Hong Kong, China Delegation with the theme “Supporting Hong Kong Athletes to Compete in the Hangzhou Asian Games”. The responses were overwhelming and it was Rock, a lion mascot designed by Joey POON Cho Ying, a 21-year-old higher diploma student in Advertising Design at the Department of Communication Design, that emerged from more than 60 outstanding designs received.

Mr. Kenneth K.K. FOK, Vice President of SF&OC and Chef de Mission of the Hong Kong, China Delegation to the Hangzhou Asian Games, said, “Hong Kong will send the largest ever delegation to participate in the coming Asian Games. To show our strong support and cheer for our athletes, while also encouraging young people to unleash their creativity and participate in this sports event, SF&OC cooperated with Hong Kong Design Institute last year to invite a group of students to put forward design proposals of a mascot. The best works were selected to become the new mascot of Team Hong Kong, China.” Mr. FOK added, “I am delighted to say the designs we received were really great, unfolding a perfect combination of sports and culture.”

POON’s award-winning design is a lion mascot, named Rock, born with the DNA of the Lion Rock spirit. Rock shares the same characteristics as Hong Kong athletes, who always demonstrate perseverance and dedication, rise to difficulties and challenges with positivity and optimism, and do not easily give up.

“Lion Rock is the landmark of Hong Kong, which represents the household name of Lion Rock spirit, and that is why I took Lion Rock as a blueprint,” POON said. “In order to present the uniqueness of Rock, I made his hair hard as a rock rather than having some shaggy and loose hair. Rock’s hair style shows the toughness like the Lion Rock itself, and echoes perfectly well with the perseverance of athletes.”

The Hangzhou Asian Games will be held from 23 September to 8 October 2023. There will be 61 disciplines in 40 sports, including swimming, archery, athletics, badminton, baseball/softball, basketball, boxing, etc. It is expected that a total of 482 gold medals will be decided over 15 event



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days. Hong Kong, China is expected to send its biggest-ever delegate to Hangzhou with over 860 athletes, and the entire delegation boasting over 1,200 personnel.

To encourage public support and active participation from members of the public in the Hangzhou Asian Games, SF&OC launched today on its YouTube and social media pages the “Road to Hangzhou” video series featuring exclusive interviews with our athletes and the delegation, and will continue to bring members of the public rich and comprehensive information on Hangzhou Asian Games throughout the Games period.

SF&OC YouTube: <https://www.youtube.com/@SFOC>
SF&OC Instagram: https://www.instagram.com/sfoc_hk/
SF&OC Facebook: <http://www.facebook.com/sfocHK>

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