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## Press Release

[For Immediate Release]

### **Biggest-ever New World Harbour Race to be held on 27 October 4,000 swimmers to cross Victoria Harbour on brand-new route**

- **Race will be held across Victoria Harbour on 27 October**
- **Enrolment quota raised to 4,000, making this the biggest-ever New World Harbour Race**
- **Brand-new race route from Wan Chai Golden Bauhinia Square to Tsim Sha Tsui's Avenue of Stars (near Victoria Dockside)**
- **Newly added University Championship, provides extra opportunities for youth and encourages participation by younger swimmers**

**(25 June 2019, Hong Kong)** New World Harbour Race 2019, the iconic annual sporting event organised by the Hong Kong Amateur Swimming Association (HKASA) and title-sponsored by New World Development Company Limited (NWD), will be held on the morning of Sunday 27 October 2019 across Victoria Harbour. Registration is now open. This year, a brand-new route has been adopted for the race, running from the Public Pier at Wan Chai Golden Bauhinia Square to the Avenue of Stars in Tsim Sha Tsui (near Victoria Dockside). To allow more swimmers to take part, the enrolment quota for participants has been raised to 4,000. This will therefore be the biggest-ever Harbour Race, with an increase in participants of more than 10 percent compared with last year.

The slogan for this year's New World Harbour Race is "#Wavemaker". The event includes Racing and Leisure Groups, and this year an International Category has been introduced to the Racing Group. Fifty elite swimmers from different regions and countries have been invited to take part in this category, all recognised as official representatives by their national swimming federations. Several other new elements will further enrich the event, including the addition of a University Championship in the Racing Group. The University Championship is sponsored by FT Life and designed to encourage more young people to participate in swimming events. Students from eleven universities in Hong Kong have been invited to join the race as members of university teams.

Ronnie Wong, President of the HKASA, said, "Thanks to staunch support from title sponsor NWD and other organisations and government entities, the New World Harbour Race has evolved into an established world-class sporting event since its relaunch in 2011. Thousands of swimmers take part in the race annually, and each year it attracts considerable coverage from local and international media. Given this enthusiastic response, we have further increased this year's quotas and introduced additional elements to the race. For example, we have changed the route and added an International Category and the University Championship, all with the aim of enriching this signature event and enhancing the experience of swimmers."



Au Tak-cheong, Executive Director of NWD, said, “As a company dedicated to supporting and promoting sportsmanship and helping athletes unleash their potential, New World Group is delighted to be the title sponsor of the Harbour Race for the ninth consecutive year. The slogan of this year’s Harbour Race is “#Wavemaker”. Harbour Race participants are wave-makers in the water and in their lives, reaching for excellence and working with persistence and determination to overcome their personal challenges. We believe that their strong desire to break through conventional limits and achieve their best coincides with the spirit of The Artisanal Movement, the unique brand personality of NWD where we strive for artisanal excellence. We hope our swimmers will embody this fearless spirit as they dedicate themselves to achievement on race day.”

The New World Harbour Race 2019 will begin at 8am on Sunday, 27 October 2019. The race is open to all eligible swimmers aged 12 and above. Registration for the New World Harbour Race 2019 is open from now until 5pm on 21 August 2019. The race comprises two groups, Racing and Leisure, with a total quota of 4,000 swimmers. The title sponsor, NWD, will present awards to the top three swimmers in each race category and for the New World Springboard Championship. K11, a subsidiary of New World Group, will continue to encourage the participation of young swimmers by sponsoring the K11 Harbour Race Young Swimmers Cup for the 12 to 16 age group.

To ensure the safety of swimmers, all participants in the Racing and Leisure groups must meet the HKASA’s entry requirements for the race. These include a requirement for applicants without HKASA-accredited race records to take part in a compulsory time-trial in September. The quota for the Racing Group will be filled according to swimmers’ time-trial results. For the Leisure Group, the quota will be decided on the basis of a draw among eligible applicants.

For more information about the New World Harbour Race 2019, please visit the official website ([www.hkharbourrace.com](http://www.hkharbourrace.com)).

## Photo Caption

### Photo 1



Registration is now open for the New World Harbour Race 2019, to be held on 27 October, with an estimated 4,000 swimmers participating. In the photo: Ronnie Wong (fourth from right), President of the Hong Kong Amateur Swimming Association; Au Tak Cheong (fourth from left) and Sitt Nam-Hoi (third from left), Executive Directors of New World Development Company Limited; David Chiu (third from right), Chairman of the Organising Committee of the New World Harbour Race 2019 and Honorary Secretary of the Hong Kong Amateur Swimming Association; Wilson Yeung (second from right), Race Director of the New World Harbour Race 2019 and Assistant Honorary Secretary of the Hong Kong Amateur Swimming Association; Szeto Ping-hang (second from left), Assistant Honorary Secretary of the Hong Kong Amateur Swimming Association; George Chan Tsz-chiu (far right), a student from the community and sustainability initiative New World Springboard; and Gary Fung Kong-ching (far left), a current member of the Hong Kong water polo team who also holds a position at New World Development.

### Photo 2



George Chan (left) and Gary Fung (right) will register for this year's New World Harbour Race. George Chan has participated in the Harbour Race for the past four years, while this year's race will be the second for Gary Fung. Both are looking forward with excitement to challenging themselves again by making the swim across Victoria Harbour.

### Photo 3



This year's New World Harbour Race will adopt a brand-new route. Participants will start in Wan Chai and swim across to the Avenue of Stars in Tsim Sha Tsui. The International Category will include specially-invited international elite swimmers.

#### **About New World Development Company Limited**

Founded in 1970, New World Development Company Limited ("the Group", Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality defined by The Artisanal Movement, New World Group's core business areas include property development, property investment, infrastructure and services, department stores and hotels. As at 31 December 2018, the total asset value of the Group amounted to HK\$481.3 billion. The Group has an effective interest of approximately 61% in NWS Holdings Limited (Hong Kong stock code: 0659), approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and wholly owned New World China Land Limited.

#### **About the Hong Kong Amateur Swimming Association**

Hong Kong Amateur Swimming Association ("HKASA") was founded in early 1950 by the President, Mr. A. de O. Sales, and it took part for the first time in the Olympic Games in Helsinki 1952 with four swimmers. It was subsequently registered under the Societies Ordinance on 28th April 1960. It is a member of the Federation Internationale De Natation (FINA), Asian Swimming Federation (AASF) and Sports Federation and Olympic Committee of Hong Kong, China (SF & OC).

It is the sole governing body of swimming sports in Hong Kong covering all swimming, diving, water polo, synchronised swimming, open water swimming and masters competitions and activities here. In the past 60 years, the Association has been promoting and developing swimming sports, thus raising the standard of swimming, nurturing elite swimmers and providing training to athletes, officials, judges and coaches in Hong Kong through organising different competitions, training courses and relevant teaching activities.

The Association now has over 120 affiliated clubs with over 8,000 registered athletes, offering all properly accredited persons the opportunity to represent Hong Kong in a wide range of competitions and meetings here and abroad.

(This press release is issued by **ActionHouse International** on behalf of the **Hong Kong Amateur Swimming Association** and **New World Development Company Limited**.)

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