



For Immediate Release

AIA CARNIVAL TO RETURN THIS WINTER WITH AN EVENT BIGGER AND BETTER THAN EVER

(May 3, 2023) One of Hong Kong's largest outdoor events, the AIA Carnival, will return bigger, brighter, and better than ever this Winter opening on 21 December 2023. The AIA Carnival has been embedded into the hearts, minds, and memories of many generations of people, who recall it as "the best day of their year".

In support of HKSAR Government's "Hello Hong Kong" and "Happy Hong Kong" campaigns, this year's AIA Carnival promises to be even more special, given that it will be the first mask-free Christmas, New Year's Eve, and Chinese New Year in recent years. While this coming year's content is a closely guarded secret, event organiser along with its long-term title sponsor AIA Hong Kong ("AIA") are excited about announcing a revitalised array of elements for this year's event which will be shared in detail when tickets go on sale in late September 2023.

This positive news was announced at the Hong Kong Observation Wheel this afternoon where an official clock counting down the days, hours and minutes to the opening day of the event was started, marking 232 days until opening. The event organiser and AIA also plan to unveil a wave of different promotions for the general public to share the happiness and joy.

On top of sponsoring the Carnival, AIA further announces to give away tickets for the Hong Kong Observation Wheel to the general public on the 20th and 21st of May[#] for further spreading the joy and creating "Happy Hong Kong" together.

Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "Over the years, the AIA Carnival has become one of Hong Kong's most popular annual family festivities. We are delighted to be the AIA Carnival's title sponsor for the seventh time and bring back this long-awaited event, where people can come together and have fun at the iconic Central Harbourfront. AIA's sponsorship and free ticket giveaway for the Hong Kong Observation Wheel show our enthusiastic support of the HKSAR Government's 'Hello Hong Kong' and 'Happy Hong Kong' campaigns as well as our passion to bring more joy to the community and help people live Healthier, Longer, Better Lives."

This year's AIA Carnival will feature new and returning rides, plenty of soft toys to be won, along with many anticipated new experiences and attractions. It promises to put smiles onto the faces of over a million guests through Christmas, New Years, and the Chinese New Year period into 2024.

2023
友邦嘉年華
AIA CARNIVAL

“We are excited to bring back the AIA Carnival and we look forward to working with AIA and partners around the world to curate an event that will amaze, inspire and bring joy to Hong Kong this year. Over the next months of planning, there will be an exciting journey to find a combination of traditional favourite rides, games and street entertainment along with an array of new experiences.” said Mr Randy Bloom, CEO of Great China Entertainment Group Limited, the event organiser.

As one of the highlights of the press conference, AIA invited Ms Siobhan Haughey, AIA Hong Kong and Macau Ambassador and Hong Kong swimmer to the event. Siobhan said, “The AIA Carnival is a can’t-miss annual event in Hong Kong, and just like everyone else in the city, I am so excited for it to return after almost four years. I would love to visit the AIA Carnival with my family and friends, have fun and create some memorable moments together.”

More details about the event will be released later in the year and there will be different promotional campaigns and public giveaways throughout the summer period at the Hong Kong Observation Wheel and AIA Vitality Park on Central’s harbour front. For the most up-to-date information, guests can visit our website www.aiacarnival.com, sign up to our mailing list and follow our social media pages @aiacarnival to receive the latest news and updates.

Remarks:

#Persons who visit (“Visitors”) the Hong Kong Observation Wheel (“Wheel”) during the opening hours specified on the Wheel’s website (hkow.hk) will receive a free admission ticket (“Free Ticket”) for the day. There is no limit set on the number of Free Tickets, which is subject to the Wheel’s capacity and opening hours. Free tickets for the day are available at the box office of the Wheel. Any changes will be announced on its official Facebook (www.facebook.com/hkowofficial). Terms and conditions apply. For details, please visit the AIA website (aia.com.hk) and the Hong Kong Observation Wheel website (hkow.hk).



About Group China Entertainment Group Limited

Great China Entertainment Group Limited, trading as Calm Waters, is a Great Entertainment Group company.

Great Entertainment Group is a multi-award winning event organiser and producer, who connects brands and communities through entertainment. Our expertise is in delivering large-scale, memorable events that generate high-value marketing opportunities for our partners. Over the last eight years we have entertained and engaged over 12 million consumers through our diverse portfolio of more than 500 events. By sharing the wonder of entertainment through quality production, our mission is to: Entertain. Engage. Inspire.

About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 18,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.4 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

¹ as at 31 December 2022

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2022)

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Photo 1:



Mr Randy Bloom, CEO of Great China Entertainment Group Limited (left), Ms Siobhan Haughey, AIA Hong Kong and Macau Ambassador and Hong Kong Swimmer (middle) and Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau (right) jointly kick-started the official countdown clock for the AIA Carnival, which will return to Hong Kong after 232 days.

Photo 2:



Mr Randy Bloom, CEO of Great China Entertainment Group Limited (left), Ms Siobhan Haughey, AIA Hong Kong and Macau Ambassador and Hong Kong Swimmer (middle) and Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau (right) pictured in front of the official countdown clock for the AIA Carnival.