



For Immediate Release

(Hong Kong, 21 December 2023) The AIA Carnival, title sponsored by AIA Hong Kong (AIA) opens its gates with great excitement and anticipation as the popular winter tradition on the Hong Kong Central Harbourfront returns for the first time since 2019. Spanning the Christmas, New Year, and Chinese New Year celebrations, the event will run every day from 21 December 2023 through to 25 February 2024.

The event has become a seasonal “must” for millions of people in Hong Kong over the years. The unique event has attracted thrill seekers, families, couples, and people of all generations, providing an unforgettable experience that brings the community together through captivating entertainment.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “We are thrilled to be the Title Sponsor of the AIA Carnival for the seventh time. This annual family extravaganza not only exemplifies our purpose of helping people live Healthier, Longer, Better Lives, but also marks a special occasion for everyone in Hong Kong and visitors to celebrate Christmas and the Lunar New Year together, adding to the vibrancy of our beloved city. The AIA Carnival also provides a great opportunity for us to give back to society and share joy and love. This year, we join hands with the Carnival Organiser to give away more than 30,000 Carnival tickets for charitable purposes, bringing smiles and festivities and creating wonderful moments for people from different walks of life.”

This year the AIA Carnival will present a plethora of attractions and live entertainment. Prepare to be thrilled by 29 rides shipped in from overseas, test your skills at the crowd favourite 30 skill games for your chance to win over 1million+ premium plush toy prizes, and explore interactive zones and photo opportunities all designed for the perfect selfie. In addition, an array of Carnival-style food and beverages will be available, along with premium hospitality zones and offerings for larger groups.

“Hong Kong’s multi award-winning AIA Carnival is considered one of the very best events of its type in the world. We set the highest standards of quality and safety, working with the most experienced teams of rides, games and circus operators in the world. Beyond that we collaborate with over 50 companies and 2,000 individuals from Hong Kong for this event, as well as engaging with over 200 community and charity groups from the grassroots up. It is an event we should all be proud of.” said Mr. Randy Bloom, Chief Executive Officer - Great China Entertainment Company, the events’ producer.

Entertainment at the AIA Carnival will come in many forms. In addition to the popular rides, game, selfie installations, and food & beverage options, there is a lot more on offer this year.

“UBS presents The World Circus”

At the “UBS presents The World Circus” you can witness awe-inspiring acts from around the world under the new big top tent. Artists will show off seemingly impossible feats alongside talented performers who will engage the crowd with family-friendly humour. Making its return after four



years, produced by the globally acclaimed Gandeys Circus, who prides itself on selecting worldwide talents to assemble a superstar cast of performers, this show is a powerhouse of creativity and entertainment featuring acts from Colombia, Belarus, Kenya, Kazakhstan, Costa Rica and UK. Up to four shows are scheduled daily from Mondays to Sundays with the 65-minute long performances running without interval. There will be 160 shows in total, including 62 daytime shows, 98 evening shows and 72 weekend shows.

Just Added for January: “Live at the Big Top”

In January, the Circus big top will see an incredible transformation as it converts into an intimate one-of-a-kind live music performance stage. Prepare for an unprecedented series of diverse music and live entertainment shows featuring both global and local talents between **17 – 24 January 2024**. Tickets will go on sale tomorrow Friday 22 first to our mailing list (sign up at www.aiacarnival.com) and to the public on Saturday 23 December.

On weekdays, working in collaboration with Warner Music Asia, a curated selection of popular and up-and-coming stars from Hong Kong and overseas will perform. Including leading Hong Kong pop-rock band **Dear Jane**, global pop sensation **Griff**, who has toured with some of the world’s biggest artists (Ed Sheeran, Coldplay and Dua Lipa), healing voice singer-songwriter **Bang Yedam**, who will be performing his first Hong Kong show after his solo debut, **Marz23**, one of the top voices of the Emo/Pop-punk revitalisation in Asia, and feel good Toronto-bred, LA based duo **Crash Adams**, who has generated billions of views and hundreds of millions of audio streams across platforms.

Shows encompassing a variety of musical genres will run throughout the week. Expect new and refreshing combinations of styles you may have never seen before.

17 January – Future is Now ([Moon Tang](#), [Nancy Kwai](#), [Kiri T](#))

18 January – [Dear Jane](#), [Crash Adams](#), [Zpecial](#)

22 January – [Bang Yedam](#)

23 January – [Marz23](#)

24 January – Around the World ([Griff](#), [Johnny Stimson](#), [Paul Partohap](#))

The weekend will be filled with exceptional performances, starting with “**SuNKeN featuring CLOONEE**” on **Friday 19 January**. Global DJ [CLOONEE](#) will be performing in Hong Kong for the first time as he continues his ascent towards the top of global tech-house elites.

On **Saturday 20 January**, two showings of “**Mania - The ABBA Tribute**” will take you back in time by recreating one of the world’s finest pop groups in a live stage performance. Selling out theatres in the UK since 1999, and having performed in over 3000 shows across 35 countries, the production is one of the world’s most successful touring ABBA tribute show.

Wrapping up the weekend on **Sunday 21 January** will see a lunchtime performance of classic songs by the Hong Kong Chamber Orchestra, followed by a truly special home grown crossover in the late afternoon between the “**Hong Kong Chamber Orchestra and The Holy Spirits**” - a DJ trio of local legends who boast almost 200 years of combined DJ experience (DJ Kulu, DJ El Toro -



Andrew Bull, DJ Suiki) - who will bring us down memory lane for a night of Hong Kong dance floor classics.

No matter your musical preference, “Live at the Big Top” the close proximity and intimate nature of this unique music setting promises something extraordinary for the fans.

Book your tickets (<https://www.aiacarnival.com/live-at-the-big-top>) this weekend and don't miss the opportunity to get up close and personal with the stars in this exclusive setting.

Partner Activations:

This year, AIA is joined by a core group of six Proud Supporting Partners: UBS, Cathay, lankwaifong.com, The LEGO Group, Trip.com Group and The Sandbox. In addition to customer giveaways and promotions, several of them are also introducing new interactive activations to the event.

Areas to look out for include:

AIA Fantasy Journey – AIA invites visitors to experience its giant outdoor LED immersive sensory world that will enwrap them in different fascinating scenes including the snowy mountain, a unique underwater world, and an amazing Aurora experience for super fun and imaginative photo opportunities.

The Lego® Happy Energy Hub – Lego have their own themed area for customers, encourage visitors to become a “Lego Play Master” by using their imagination (and Lego products) to construct creative additions to a public showcase. The activation will be divided into three main areas: “Creative Energy Upload Station”, “The Happy Energy Maze”, and the giant “LEGO Happiness Capsule toy machine”.

The Sandbox Metaverse Immersion - The Sandbox Metaverse Immersion - The Sandbox will showcase digital experiences, enabling visitors to engage in dance battles using avatars and enjoy interactive elements that bridge the gap between the physical and digital realms. Additionally, there will be educational 3D voxel modelling workshops for all ages, metaverse build competitions with the winning entries being showcased on The Sandbox map, and a live voxel creative contest, adding an extra layer of excitement.

Hong Kong Disneyland World of Frozen - Giant Ambassador Olaf Inflatable - Commissioned by Queen Anna, the adventurous Olaf is traveling far and wide as the ambassador of Arendelle to invite one and all to visit their land.

Through a collaboration with Hong Kong Disneyland, the ten meter likeness of Olaf returns to the Central Harbourfront this Christmas, staying for the duration of the AIA Carnival, along with many other free installations, this provides an ideal selfie photo opportunity within the venue.

The Community Program

Located at the heart of the Carnival site, the Community Stage will host acts from over 200 professional and amateur local community groups. Our vision for the Community Stage is to shine



a light on the special stars of the local community, whether it be showcasing arts, dance, music or sporting talent, this is a platform where everyone can take centre stage.

Both the organiser of the AIA Carnival and AIA have been supporting the community through a charity program over the years. This year, over 30,000 sets of carnival tickets are donated to various charitable organizations and schools. This charitable initiative includes not only ticket donations but also tokens, food vouchers, and dedicated charity sessions, where guests can enjoy the rides free of charge. It allows more people to enjoy the festive season and holidays with their families and friends, creating unforgettable and joyful memories at the AIA Carnival.

More information is available, and tickets can be purchased on www.aiacarnival.com. When purchasing in advance online enjoy benefits such as discounts of at least \$20 per ticket (compared to buying at gate), securing tickets on popular Peak Days, and quicker entry access via Advance Ticket queue.

About Great China Entertainment Group Limited

Great China Entertainment Group Limited, is a Great Entertainment Group company.

Great Entertainment Group Limited 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 GCEG have entertained and engaged over 15 million consumers through our diverse portfolio of more than 500 events. By sharing the wonder of entertainment through quality production, our mission is to: Engage. Entertain. 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 over 16,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.5 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 30 September 2023

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 September 2023)

AIA CARNIVAL

友邦嘉年華

Photo Caption:

Photo 1



Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong and Macau (third from left), Mr. Randy Bloom, CEO of Great China Entertainment Group (second from left) and performers jointly celebrate the opening of AIA Carnival.