



## ROLL UP, ROLL UP - THE AIA GREAT EUROPEAN CARNIVAL ARRIVES ON HONG KONG'S WORLD FAMOUS HARBOURFRONT

30th October 2014

The Carnival is coming to town! One of Hong Kong's most anticipated events is coming to the city. **The AIA Great European Carnival** will take place on Hong Kong's New Central Harbourfront. The Carnival which will cost more than HK\$130 million dollars to produce will bring with it great European carnival traditions along with thrilling new rides, brand new skill games, European street entertainers and all round family fun, that will fill every inch of the three hectare New Central Harbourfront site.

The Great European Carnival (TGEC) organiser recognised AIA, a leading business and influential brand in Hong Kong, as the obvious partner to bring such an unprecedented carnival to the city, especially following the success of their collaboration and community engagement around the AIA Carnival in 2006/2007.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "AIA Hong Kong is exhilarated to partner with TGEC, an experienced carnival operator, to bring another marvellous carnival to Hong Kong and create happy memories with the community. We understand life is like the popular Ferris wheel at the carnival, with its ups and downs. AIA's brand promise as 'The Real Life Company' is to be there for our customers' ups and downs and cherish their happiness with them along the way. This sponsorship aims to bring happiness and treasured moments to the citizens of Hong Kong, to share a joyful and unforgettable memory with their friends and loved ones."

**The AIA Great European Carnival** will run for more than 60 days over winter and celebrate all major holidays including Christmas, the New Year's Eve Countdown, Valentine's Day and Chinese New Year. During this time the Carnival is expected to host and entertain more than 1 million guests.

Even better news; this exciting event will be coming to Hong Kong for three consecutive years, not just one!

This week the ship sets sail from Europe, steaming to Hong Kong with 1,000 tonnes of rides stowed in 6,700 cubic meters. All rides have been carefully selected for Hong Kong from across Europe, including Holland, Germany, Belgium, Switzerland and the United Kingdom. Many of the rides have never been to Hong Kong or Asia. The rides

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are an exciting mix of thrill, family, juvenile and walk through attractions. The games are traditional skill games based on the player's ability and skill to throw a ball, dart, etc. More than half a million toys will be given away, including classic and newly licensed Disney character toys. All-in-all there will be over 70 rides, games and attractions for guests to enjoy.

The European theme is integrated throughout the event, with its eclectic parade of entertainers visiting throughout the carnivals stay in Hong Kong performing live amongst the crowds and on the community stage side by side with performers from all over Hong Kong's diverse community. The Carnival will employ 110 international specialists who will consume more than 8,000 hotel room nights during the period, and employ and train about 400 local staff.

Mr. Michael Denmark, founder of **The Great European Carnival** sees the event as "a wonderful chance for Hong Kong's families to celebrate the festive season together. With the Hong Kong skyline as a backdrop to the bright lights, sounds and smells of the carnival, the iconic view will perfectly frame the fun throughout our time on the Harbourfront. Delivering an event like this can only be done with teamwork and collaboration among dedicated professionals hailing from all over the world. The key driver is our highly respected title sponsor AIA. Together we're looking forward to entertaining over one million people. It is our hope that The AIA Great European Carnival will become a Hong Kong tradition similar to other Christmas Tourism events like the Winter Wonderland in London's Hyde Park."

On weekends and holidays, Adult tickets are HK\$125 and include HK\$100 in tokens to spend on rides and games; and, Children (3-11 years) and Concession tickets are HK\$90 and include HK\$70 in tokens to spend on rides and games. Monday through Thursday though, everyone enters for HK\$90. So cost of entry for a family of four (2 adults + 2 children) is less than HK\$500.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (third from right), welcomed the media to enjoy the festive atmosphere during the media conference of The AIA Great European Carnival.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (fifth from left), Mr. Michael Denmark, founder of The Great European Carnival (third from left), joined with guests and performers to launch The AIA Great European Carnival 2014.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (right), was first to experience the spectacular stilt walker performance from The AIA Great European Carnival.



During the media conference of The AIA Great European Carnival, guests were first to enjoy the up close performance from the European street entertainers.

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Further information about the Carnival is available at [www.tgec.asia](http://www.tgec.asia)

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