



**FOR IMMEDIATE RELEASE**

## **The 5<sup>th</sup> Anniversary AIA Carnival Takes Off in December!**

**November 20, 2018, Hong Kong** – The AIA Carnival, title sponsored by AIA, is once again returning to Hong Kong, celebrating its 5<sup>th</sup> anniversary from December 14, 2018 until February 17, 2019. Since its inception in 2014, The AIA Carnival has welcomed over four million visitors, hosted over 500 live entertainment events and introduced over 120 new rides. This year, The AIA Carnival has introduced a bold new logo and a look that represents the organiser’s intentions to blend the traditional elements of a European Carnival with futuristic sights, sounds and technology.

Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau, said, “We are pleased to be the title sponsor of the city’s signature annual festive event – The AIA Carnival – for the fifth consecutive year to demonstrate our brand promise of helping people live healthier, longer, better lives. We strongly believe that living better lives goes beyond physical health – staying in a good spirit, having precious and unforgettable memories can also advocate mental and physical well-being. The AIA Carnival is exactly the place where families and friends can have fun together across various festivities including Christmas and Chinese New Year, and bring to life the essence of better living.”

Mr. Alex Gibbs, Chief Marketing Officer, The Great European Carnival Limited, commented, “We are thrilled with the public’s response to The AIA Carnival last year where we received over 97% satisfaction from our visitors. We continue to set our standards higher each year and the continued and tremendous support from AIA and our other sponsors and partners has allowed us to make brave new changes. Our teams are proud that The AIA Carnival has now become an important part of the end of year and New Year celebrations for Hong Kong people and tourists. The ship carrying all of our rides is on its way, an amazing array of toys are ready to be won, and our entertainers, acrobats and showmen are suiting up for a fresh new season of joy!”

The Great Circus of Europe from the United Kingdom returns for the second year, with a completely new and thrilling line up of the world's most jaw-dropping and breath-taking acts. World class producers, Gandey's Circus, have toured the world to find a spectacular array of international circus superstars to be presented at The AIA Carnival. Guests will find themselves on the edge of their seats as they watch acrobats twist and turn upside down, the strong man get run over by a three tonne truck and some of the world's most daring performers push themselves to dizzying new heights. The Great Circus of Europe opens on December 14 until February 17, running 2-4 shows per day from Tuesday to Sunday.

The plush toy prizes this year are by far the best The AIA Carnival have ever presented - they are softer, cuter and cuddlier than ever! Some new games will debut this season, ensuring there are more ways to win toys including Baby Groot Game, Jurassic World, Shopkins, Minion Football, Guardians of the Galaxy and many more.

Hong Kong celebrity chef Christian Yang, known as 'the Culinary Magician', will oversee and endorse The AIA Carnival's food section and introduce a special range of "Carnival Eats". He has made it his mission is to inspire and collaborate with vendors to create dishes and snacks that will tantalise the tastes of every palate.

Throughout December and January, the AIA Carnival will be running a series of competitions which will give the Hong Kong public an opportunity to win great prizes. The competitions and giveaways will be held both at the Carnival and throughout Hong Kong. To find out more information to participate, register to sign up for our newsletter at [www.TGEC.asia](http://www.TGEC.asia) or follow the Facebook page [www.facebook.com/AIACarnival](http://www.facebook.com/AIACarnival). The first competition will be announced on December 1.

Finally rounding off the carnival experience is a wide variety of rides, installations, selfies boards and both a street and stage entertainment programme, many of which can be enjoyed by visitors at no cost.

## **TICKETS**

Guests can now purchase tickets on The AIA Carnival's website at [www.tgec.asia](http://www.tgec.asia) from now until the Carnival's opening on December 14 noon. **Book now** to receive discounted presale tickets at:

Adult	HKD120 includes entry and 10 tokens
Child	HKD85 includes entry and 7 tokens
VIP Flexi ticket	HKD400 includes entry, 20 tokens, 2 drinks at the Carnival's VIP lounge
Token Bundle	HKD300 includes entry and 30 tokens

Upon the Carnival's opening on December 14, tickets will be on sale at:

Adult	HKD130 includes entry and 10 tokens
Child	HKD50 entry only
	HKD90 includes entry and 7 tokens
	HKD50 entry only

**The Great Circus of Europe Tickets:**

Rear (Block A, H)	HKD150
Standard (Block B, G)	HKD200
Premium (Block C, D, E, F)	HKD250
VIP Ringside Tickets	HKD400

(The Great Circus of Europe tickets are subject to HKD10 service charge)

The AIA Carnival will open to public on December 14 after 6pm. January 11, 2019 is not open to public.

Terms and Conditions apply. Please refer to [www.tgrec.asia](http://www.tgrec.asia) for details.

**Press Images:**



**Caption 1:**

The AIA Carnival is returning to Hong Kong on December 14, 2018



**Caption 2:**

The Great Circus of Europe and entertainers



**Caption 3:**

Hong Kong celebrity chef Christian Yang is joining The AIA Carnival for the first time

**About The Great European Carnival Limited (TGEC)**

The Great European Carnival Limited is the producer of the annual Hong Kong event now known widely as The AIA Carnival. The Great European Carnival takes place between December and February each year, on the Central Harbourfront Event Space. The event features amusement rides, carnival skill games, performances on a community stage and The Great Circus of Europe. This year The AIA Carnival will run at the Central Harbourfront Event Space from December 14, 2018 to February 17, 2019.

**About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 15,000 AIA financial planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers<sup>2</sup>, offering them a wide selection of professional services and products ranging

from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

<sup>1</sup> as at 30 June 2018

<sup>2</sup> as at 31 March 2018

## **About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$221 billion as of 30 June 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of 32 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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