

## SHKP malls gear up for Paris 2024 Olympics 新地商场全力支持巴黎奥运



Gearing up for the Paris 2024 Olympics, the Group has stepped up as the venue sponsor for the Sports Federation & Olympic Committee of Hong Kong, China's (SF&OC) "Road to Paris" roving promotion. This exciting partnership will see SHKP malls host a series of Olympics-themed campaigns to generate support for Hong Kong athletes in the lead-up to the global sporting event.

At the kickoff ceremony for "Road to Paris" held at apm, Kwun Tong, Group Executive Director Christopher Kwok (first left, left photo) said: "SHKP malls will present live broadcasts of the games and roll out various promotional activities, offering special privileges for The Point members. We believe that by bringing major events to different districts through our mall network, it will help boost the economy, drive local tourism and the retail market in alignment with the government's vision of 'tourism is everywhere in Hong Kong'."

From early June to mid-July, 10 SHKP malls will host a series of Olympic and sports-themed events, including exhibitions, interactive game booths, athlete photo exhibitions, sports experiences and athlete sharing sessions.

随著 2024 巴黎奥运会即将开幕，集团很荣幸成为中国香港体育协会暨奥林匹克委员会（港协暨奥委会）“迈向巴黎奥运 Road to Paris”巡回推广活动的场地赞助商，让系列奥运造势活动在旗下商场举行，与市民一同为香港运动员打气。

集团执行董事郭基泓(左图左一)在观塘 apm 举行的“迈向巴黎奥运 Road to Paris”启动礼上表示：“奥运期间，新地各区商场都会直播赛事，同时推出一系列精彩推广活动及 The Point 会员优惠，希望借力体育盛事‘拼经济’，同时希望响应政府‘香港无处不旅游’的理念，通过新地商场网络，将盛事带到各个社区，振兴本地旅游业和消费市场。”

集团 10 个商场由六月初至七月中，会举办一系列的奥运及体育主题活动，包括展览、互动摊位游戏、运动员影展、运动体验及运动员分享会等。