

攜手支持東亞運動會

Join hands to support East Asian Games

2009東亞運動會(香港)有限公司 2009 East Asian Games (Hong Kong) Limited

身為旅遊業界的一員，「東方之珠」、「購物天堂」等香港的美譽，你也許會經常向旅客介紹。今年十二月，第五屆東亞運動會將在香港舉行，下次向旅客推介香港時，可別忘了介紹香港是東亞運的主辦城市。

東亞運是亞洲體壇四年一度的國際盛事。首屆東亞運於一九九三年在中國上海舉行，其後三屆於韓國釜山（一九九七年）、日本大阪（二零零一年）、中國澳門（二零零五年）舉行，全都舉世矚目。

第五屆東亞運乘此勢頭，將於二零零九年十二月五日至十三日在香港舉行。數以千計來自中國、朝鮮、中國香港、日本、韓國、中國澳門、蒙古、中華台北及關島的體壇精英，將參加二十二個運動項目、約一千七百場賽事，競逐二百六十二面金牌；無論是運動項目的數目還是獎牌的數目，均為歷屆之冠，預計觀眾人數將多達二十萬人次。

自二零零三年贏得主辦權後，香港就馬不停蹄，準備迎接今年的東亞運。各項籌備工作都進展良好，已接近完成階段，包括經費募集、場地、宣傳推廣、票務、義工招募及配套設施等。此外，一連串推廣活動也進行得如火如荼，像大會吉祥物、會徽、主題曲及展覽廊的誕生，「香港賽馬會2009東亞運動會義工計劃義工手



將軍澳運動場將是最多金牌誕生的比賽場地。

The Tseung Kwan O Sports Ground will be the arena with the most gold medals awarded.

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As a member of the tourism industry, you may always describe Hong Kong as the “Pearl of the Orient” and “shopping paradise” when promoting the city to inbound tourists. **With the upcoming East Asian Games (EAG) to be held on our very own soil in December this year, never let Hong Kong’s status as the host city of the 5th EAG slip your mind.**

Held once every four years, the EAG is a major event in the Asian international sports arena. The first EAG was held in China (Shanghai) in 1993, followed by Korea (Pusan) in 1997, Japan (Osaka) in 2001 and Macau in 2005, and all of them were the focus of worldwide attention.

Building on this momentum, the 5th EAG will be held in Hong Kong from 5 to 13 December 2009. Thousands of elite athletes from China; the Democratic People’s Republic of Korea; Hong Kong, China; Japan; Korea; Macau, China; Mongolia; Chinese Taipei; and Guam will take part in about 1,700 competition events under 22 sports, vying for 262 gold medals. With the largest numbers of sports events and medals in the EAG history, the Games are expected to attract as many as 200,000 spectators.

Since winning the hosting right in 2003, Hong Kong has been gearing up for the Games with good progress. Various preparations, which are now

印牆」的揭幕，設施達到國際標準的將軍澳運動場的啟用等等。全港多處更特別佈置，令這股東亞運熱潮不斷升溫。

一百日倒數的日子在八月底，此前全城氣氛已日漸高漲，當天的焦點是「活力迎東亞」火炬接力活動，運動員的拚勁及東亞運的精神藉此得以在香港發揚。

這屆東亞運定必精彩萬分，全球引頸以待，開幕典禮定於十二月五日在維多利亞海港舉行。屆時北京奧運開幕及閉幕儀式的製作團隊會載譽來港，呈獻創下「三最」紀錄的東亞運開幕典禮——背景最廣、場地最大、觀眾最多。

香港有幸主辦第五屆東亞運，市民與有榮焉。大家都已準備就緒，打算為香港首次主辦的國際大型綜合運動會出一分力。東亞運不僅能促使香港的體育運動進一步發展，更可增進東亞國家和地區的交流，鞏固香港的亞洲盛事之都地位，為香港奠下重要的里程碑。

讓我們攜手向世界各地的旅客宣揚東亞運的訊息吧。請記得在行程中加入東亞運禮品店及展覽廊。此外，你也可以在旅遊車播放東亞運的主題曲《衝出世界》(有廣東話版和國際版)。香港是東亞運的東道主，別忘記展示好客之道，使「東方之珠」的光芒更加璀璨。☎



換上新裝的電車到處宣揚東亞運的訊息。
Messages of the East Asian Games are spread with dressed-up trams.



一眾義工將盡心為這次香港體壇盛事出一分力。

Volunteers are ready to devote themselves to the coming big sports event of Hong Kong.

entering the final stage, range from funding, venues, promotion and ticketing to volunteer recruitment and other logistical arrangements. In addition, a full range of publicity programmes, including the introduction of event mascots, the official emblem, the theme song and the EAG Gallery; the unveiling of the Hong Kong Jockey Club 2009 EAG Volunteer Programme Volunteers Handprint Wall; and the opening of the Tseung Kwan O Sports Ground equipped with facilities of international standard, has been launched in the dressed-up city, fuelling the enthusiasm for the EAG throughout the community.

The exciting ambience was further heightened in the run-up to the 100-day countdown in late August, featuring a torch relay with the theme "Light the Way to the EAG" to promote athletes' vigour and the EAG spirit in Hong Kong.

The world is looking forward to the exciting Games, with a "three-most" opening ceremony to be staged in Victoria Harbour on 5 December 2009. The renowned production team of the opening and closing ceremonies of the Beijing Olympic Games will come here to present a spectacular opening with the largest backdrop, stage and audience in the EAG history.

It is indeed Hong Kong's honour to stage the 5th EAG. Everyone is ready with great pride to take part in hosting our first large-scale international multi-sports event in Hong Kong. Besides, the 2009 EAG means more than a sports event that further promotes local sports development. It is also an important milestone for Hong Kong, enhancing exchanges among participants in the East Asian region and consolidating its status as the Events Capital of Asia.

So let us unite and spread the message of the EAG to tourists around the globe. Do not miss the EAG Gallery and merchandise shops in your local tour plans. You may also play the EAG theme song "You are the Legend" (with Cantonese and international versions) in the coach bus for tourists. Remember to showcase our hospitality as the EAG host city and make the "Pearl of the Orient" even more sparkling. ☎