

PR025/2010

### **International Men's Day promotion**

(Hong Kong, 11 November 2010) To celebrate the International Men's Day, Ngong Ping 360 is pleased to offer a free round-trip journey in a Standard Cabin to the first 3,800 male visitors holding a valid Hong Kong Identity Card on 19 November (Friday).

The celebration of International Men's Day on 19 November was advocated since 1999 and is getting popular across continents. A number of countries, including Australia, Denmark, France, India, Canada, United States and Singapore, celebrate the International Men's Day with seminars, classroom education, marches and community programmes.

"Throughout the year, we have different targets for our marketing promotions, for example, the "Buy 1 Get 1 Free" promotion for children or seniors on Mid Autumn Festival and the free ride offer for female visitors on the International Women's Day in March this year. This is the first time we celebrate the International Men's Day," said Mr Wilson Shao, Head of Commercial and Business Development of Ngong Ping 360.

"The weather in November is excellent for sightseeing in Ngong Ping 360. With the promotion, we hope more male visitors will make use of this opportunity to arrange a day out with their beloved ones in Ngong Ping 360," added Mr Shao.

"The scenic flying cable car journey, a beer in the outdoor area, a deep breath of the fresh air, or a cultural excursion to the Big Buddha are all good choices for a gathering with friends and families. At the same time, visitors can also enjoy the exciting "Parkour" show which will last until 28 November," added Mr Shao.

For details of the promotions, visitors are welcome to browse Ngong Ping 360's website at [www.np360.com.hk](http://www.np360.com.hk), or contact its Customer Service Hotline at 3666 0606.

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