

PR018/2011

Ngong Ping 360 Celebrates its 5th Anniversary with Hong Kong's First-Ever Cable Car-Sized 3D Birthday Cake

(Hong Kong, 18 September 2011) Ngong Ping 360 today proudly celebrated its 5th Anniversary with the festive unveiling of a specially-designed 3D cable car-shaped of a giant birthday cake. The celebration at Ngong Ping Village was also joined by more than 700 invited guests. In the past five years, Ngong Ping 360 has brought tremendous joy to over 7.3 million guests from all over world by providing memorable cable car journeys.

Apart from Chairman of Ngong Ping 360 Mr Morris Cheung, Managing Director Mr Y T Li and Deputy Managing Director Mr Wilson Shao, officiating guests at the Ngong Ping 360's 5th Anniversary Celebration included the Secretary for Commerce and Economic Development Mr Gregory So; Commissioner for Tourism Mr Philip Yung; Executive Director of Hong Kong Tourism Board Mr Anthony Lau; Chairman of Travel Industry Council Mr Michael Wu; Chairman of Hong Kong Association of Travel Agents Mr Paul Leung; Po Lin Monastery Sik Chi Chung, celebrity Ms Miriam Yeung; Chairman of Islands District Association Mr Chow Yuk-tong; and Chairman of Tung Chung Safe & Healthy City Steering Committee Ms Chau Chuen-heung.

"We are so excited to celebrate this milestone with our guests," said Mr Y T Li, Managing Director of Ngong Ping 360 at the celebration. "The Ngong Ping Cable Car has run for more than 23,400 hours and 267,130 km in the past five years, which is equal to travelling round the earth nearly 7 times. We are honoured to be playing an important role in promoting tourism for Hong Kong and attracting so many guests from around the world."

"With such remarkable growth, we would like to extend our heartfelt thank you to the travel trade partners and the community for their continuous support, which has made Ngong Ping 360 a compelling tourist attraction in Hong Kong."

The highlight of the celebration was the unveiling of Hong Kong's first-ever 3D cable car-sized birthday cake during the unveiling ceremony. Created and sponsored by Maxim's Cakes, the gigantic cable car-sized birthday cake weighed 800 lbs and measured 1.8m(W) x 2.4m(H) x 1.8m(D). Taking more than 336 hours by a team of professional Chef to design and produce, it's the biggest 3D moveable cake ever made by the renowned catering group.

"This cable car-sized birthday cake signifies our imagination, creativity, innovation and dedication in providing an unforgettable experience to our guests at Ngong Ping 360," added Mr Li. "We are determined to promote Ngong Ping 360 as a world-class destination for everyone from tourists to MICE groups and our local neighbours."

In celebrating its 5th Anniversary, Ngong Ping 360 has invited the Tung Chung community to participate in painting "The Bright Future of Ngong Ping 360", a big mural that signified the bright and cheerful future of Ngong Ping 360. The painting was created by local designer-artist Miss Fion Ko, who attended the celebration together with 50 five-year old children from Tung Chung, same age as Ngong Ping 360. The celebration was concluded with the last stroke on the mural by officiating guests, marking the beginning of a bright new chapter for Ngong Ping 360.

Celebrity Ms Miriam Yeung (楊千嬅) was also invited to join the 5th Anniversary Celebration as the special guest to congratulate the success of Ngong Ping 360. A "Thank You Certificate" together with our renowned Ngong Ping 360 Hao's Family figures were presented to Miriam by Mr Y T Li and Mr Wilson Shao.

Miriam Yeung said, "I was thrilled on the Crystal Cabin cable car journey and got totally immersed in the unforgettable blue and green natural environment, especially the impressive view of the Big Buddha and the Po Lin Monastery, which I would highly recommend to my friends. I wish Ngong Ping 360 continuous prosperity with more guests to come and experience this unique beautiful destination in Hong Kong."

Ngong Ping 360 is celebrating its 5th Anniversary throughout September with a series of celebrations, including a free Crystal Cabin round-trip journey for Hong Kong residents whose birthday falls in September. Friends who accompany these September "birthday stars" will receive a free upgrade to the Crystal Cabin when they purchase a round-trip Standard Cabin Cable Car ticket.

For details of our 5th anniversary celebratory promotions, please visit our website at www.np360.com.hk or contact our Customer Service Hotline at 852-36660606.

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Photo Cutlines:

1. Ngong Ping 360 celebrates its 5th anniversary with officiating guests (from left to right) Po Lin Monastery Sik Chi Chung, Chairman of Hong Kong Association of Travel Agents Mr Paul Leung, Deputy Managing Director of Ngong Ping 360 Mr Wilson Shao, Executive Director of Hong Kong Tourism Board Mr Anthony Lau, Chairman of Board of Ngong Ping 360 Mr Morris Cheung, Celebrity Ms Miriam Yeung, Commissioner for Tourism Mr Philip Yung, Chairman of Travel Industry Council Mr Michael Wu, Chairman of Hong Kong Islands District Association Mr Chow Yuk-tong and Chairman of Tung Chung Safe & Healthy City Steering Committee Ms Chau Chuen-heung, standing next to Hong Kong's first-ever 3D cable car-sized movable birthday cake.



2. A toast celebrating the Ngong Ping 360's 5th Anniversary at Ngong Ping Village.



3. Officiating guests join the birthday stars from the Tung Chung community to add the last stroke on the mural, signifying the bright future of Ngong Ping 360.



4. Ms Miriam Yeung, the special guest of the Celebration received the Thank You Certificate and gift from Managing Director of Ngong Ping 360 Mr Y T Li and Deputy Managing Director Mr Wilson Shao.

