

Mega Events Fund to support "Dragon and Lion Dance Extravaganza"

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The Government announced today (December 2) that after considering of the sixth round of applications, the Mega Events Fund (MEF) Assessment Committee has recommended allocating a maximum of \$1.4 million to support the "Dragon and Lion Dance Extravaganza", scheduled to be held on January 1, 2012 (Sunday).

The event organiser, the Hong Kong Dragon and Lion Festival Preparatory Committee, will stage the Extravaganza on New Year's Day, 2012. "Dragon" will be used as the theme of the event to echo the Year of the Dragon in 2012. There will be an attempt to break the Guinness World Record by involving 88 "dragons" in a public parade performance. The parade will start in Chater Garden in Central and finish at the Southorn Playground in Wan Chai. Large-scale lion and dragon dance performances will take place at Southorn Playground during the event.

This is the second time the event has been held. When it was first organised on January 1, 2011, also with the help of an MEF subsidy, it drew 60 000 spectators, including 10 000 overseas visitors. It also broke the Guinness World Record for the largest lion dance display, with 1 111 "lions".

"This event can fully showcase the traditional culture and festive ambience of Hong Kong. Over 30 000 spectators (including local participants and overseas visitors) are expected to enjoy this event on New Year's Day 2012," a Government spokesman said.

In considering the applications received in the sixth round, the Assessment Committee, chaired by Mr Jeffrey Lam and comprising members from relevant fields, took into account a number of factors, including economic, publicity and other benefits of the event; the scale of the events; the capability

and track record of the applicants; and the technical feasibility and budget for the proposed event.

The \$100 million MEF was established in May 2009 to implement the Financial Secretary's 2009-10 Budget initiative to assist local non-profit-making organisations in hosting more attractive arts, cultural and sports events in the following three years. In the first five rounds of applications, a total of 15 events were approved by the MEF, involving a maximum funding of some \$50 million.

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