



PRESS RELEASE 新聞稿

Date: 22 December 2020

Total pages: 2

“Hong Kong New Year Countdown Celebrations” Goes Online For the First Time For Locals to Welcome 2021 in the Safety of Their Home

Media can download the photos from the link below:

https://hktb.filecamp.com/s/2020_HKNYCD/fo

As everyone is encouraged to stay home to prevent the spread of Covid-19, the Hong Kong Tourism Board (HKTB) is going to usher in 2021 with local residents in a new way this year. For the first time, the HKTB will be organising the signature “Hong Kong New Year Countdown Celebrations” online on New Year’s Eve (31 December). Everyone will be able to count down to the new year in the comfort of their home using their smartphones or computers.

On 31 December, the HKTB’s website (discoverhongkong.com) and social media platforms (Facebook and YouTube) will begin showing a live countdown clock at 11pm and 11:30pm respectively. Once the clock strikes midnight, a two-minute video featuring views of Victoria Harbour and landmarks of Hong Kong will follow, along with festive greetings sending blessings to the world and looking forward to Hong Kong remaining vibrant as ever in 2021.

The HKTB invites all media organisations to simulcast the “Hong Kong New Year Countdown Celebrations”. Local residents are encouraged to join and welcome 2021 in the safety of their home. Further details about the simulcast will be provided to all media in due course.

Mock-up Photos



This year's "Hong Kong New Year Countdown Celebrations" will go online for the first time for local residents to welcome 2021 in the safety of their home. Once the clock strikes midnight, a two-minute video will be shown on HKTB's website and social media platforms, sending blessings to the world and ringing in a new year. Above are mock-up images of the video for illustration purpose.

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