

# **“M” Mark status awarded to Longines Masters of Hong Kong 2019 and Standard Chartered Hong Kong Marathon 2019**

The following is issued on behalf of the Major Sports Events Committee:

February will be an exhilarating month for major sports events. The Major Sports Events Committee (MSEC) has awarded "M" Mark status to the following major sports events that will be held in February: the Longines Masters of Hong Kong 2019 (February 15 to 17) and the Standard Chartered Hong Kong Marathon 2019 (February 17).

The Chairman of the MSEC, Mr Karl Kwok, said today (February 11) that these events, like all "M" Mark events, will add colour and vibrancy to Hong Kong and help attract more visitors.

"'M' Mark events showcase Hong Kong's capability to host world-class events and reinforce its position as the events capital of Asia," Mr Kwok said.

"'M' Mark events also help generate economic benefits for Hong Kong by attracting tourists. They also instil a sustainable sporting culture in the community, and help foster a sense of pride and social cohesion," he added.

The "M" Mark System was launched in 2004 to help local national sports associations organise more major sports events and nurture them into sustainable undertakings. Sports events meeting the assessment criteria will be granted "M" Mark status by the MSEC. Funding support will also be provided to some of the event organisers.

The number of recognised "M" Mark events increased from four in 2005 to 12 in 2018. So far, around \$127.3 million has been approved to support recognised "M" Mark events.

For details of other "M" Mark events, please visit [www.mevents.org.hk](http://www.mevents.org.hk). The "M" Mark applications for smartphone users are available for downloading from iTunes as well as Google Play.