

Fun and Engaging Activities This Summer To Promote Railway Safety

Visitors to the upcoming Hong Kong Book Fair will have the chance to experience and enjoy a full range of engaging activities about railway safety including a drama and interactive fun games. They may also take home special MTR souvenirs by demonstrating their knowledge of railway safety and courtesy. Starting tomorrow (18 July 2018), MTR Corporation is rolling out an Escalator Safety Campaign to reinforce the importance of holding the handrail and staying firm when travelling on escalators.

Hong Kong Book Fair (18 July to 24 July 2018)

- A special performance of the “MTR x Hong Kong Repertory (HKRep): Master of Railway Safety – The Devil Returns” will be staged at Children’s Paradise on the opening day of the Hong Kong Book Fair (18 July) at 12 noon to kick start the MTR x HKRep Education Programme 2018-19. In the coming academic year, the drama will be staged at 55 kindergartens, 50 primary schools as well as special schools.
- At the Book Fair, interactive games will be available at the MTR x People On Board Social Enterprise Limited (POB) exhibition booth at Children’s Paradise (Hall 3C-E18). Visitors may embark on a safety journey by acquiring railway safety and courtesy knowledge through the games. Visitors may also collect all four stamps on a “ticket” for a chance to win various MTR souvenirs including the new mini board game.
- In light of the overwhelming response from the community since the opening of the “MTR Safety Experience Zone” at Tsing Yi Station in March, a pop-up zone (Hong Kong Sports and Leisure Expo Hall 5EB-04) will be open for Book Fair visitors.
- An upgraded bilingual version of the popular “MTR Safety and Courtesy Board Game” which features the original public announcements broadcast in the MTR network will be available for sale. Profits gained from the board game will be retained by POB for youth development projects in Hong Kong.

In addition to the Hong Kong Book Fair, MTR is also rolling out the Escalator Safety Campaign with a set of new posters and video highlighting the serious consequences of unsafe escalator usage. Those posters and videos will be displayed across the MTR network to remind passengers of the most common causes of accidents: loss of balance, body discomfort and carriage of bulky items. Escalator Safety Ambassadors dressed in red T-shirts will be deployed at designated MTR stations to further remind passengers to “Hold the handrail and stand firm”, and present special souvenirs to passengers who demonstrate correct and safe behaviour on escalators.

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“Safety is always MTR’s top priority. In the first six months of 2018, 283 escalator accidents were recorded in the MTR network, about 2.4% fewer than that in the same period last year. Despite the continuous downward trend, we will continue to work hard in promoting the message of escalator safety, especially among senior citizens and children which together constitute 52% of the total accidents,” said Mr CK Cheung, Head of Operating – West Region of MTR Corporation.

“Furthermore, passengers feeling unwell should use the lift, for the sake of their own safety. We also notice that many passengers use their smartphones when they move around. This may be more likely to bring about accidents simply because they are not paying attention to their surroundings. It is always important to ‘hold the handrail and stand firm’ on escalators and stay alert to prevent potential escalator accidents,” he added.

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About MTR Corporation

MTR Corporation is regarded as one of the world’s leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.8 million passenger trips are made on a normal week day. Another 6.5 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

Photo Captions:

1. As part of this year's Escalator Safety Campaign, a series of new posters will be displayed across the MTR network starting tomorrow (18 July).



2. Escalator Safety Ambassadors will be deployed to MTR stations to remind the passengers to "Hold the handrail and stand firm". Passengers who demonstrate correct and safe behaviour on escalators may be presented a special souvenir.



3. Members of the public can visit the MTR x People On Board booths (Halls 3C-E18 and 5EB-04) at the Hong Kong Book Fair to test their knowledge of railway safety and courtesy starting from tomorrow (18 July) until 24 July.



4. The pop-up store of the well-received "MTR Safety Experience Zone" brings visitors to the Hong Kong Book Fair a fun learning experience while playing on a giant chessboard.

