

# 新聞稿 Press Release

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## Join Disney Tsum Tsum for Delightful MTR Rides This Christmas

Disney Tsum Tsum is ready to celebrate Christmas with you on the MTR this year! Limitededition Disney Tsum Tsum Souvenir Ticket Sets by MTR will be available for purchase over four consecutive weeks starting from 25 November 2018, making them the perfect Christmas presents.

Featuring four themes – "Sweet Couple", "Hearty Warmth", "Fuzzy Friends" and "Fun Party" – each ticket set includes a souvenir ticket<sup>1</sup>, a cute ticket holder and a Disney Tsum Tsum Pullback Train for HK\$125 while stocks last. Adding to the delight for Pullback Train fans, another eight trains with different Disney Tsum Tsum characters will also go on sale at a special price of HK\$75 each (original price HK\$85) over the same period while stocks last.

"Disney Tsum Tsum is very popular among adults and children and we would like to delight our customers' MTR journeys with these adorable characters as the festive season is just around the corner," said Ms Jeny Yeung, Commercial Director of MTR Corporation. "Christmas is the season of giving. Whether as a gift for yourself or your loved one, we hope the souvenir tickets and toy trains will spread the seasonal warmth and joy to everyone," she added.

The souvenir ticket sets and Disney Tsum Tsum Pullback Train collection will be available for sale during the above-mentioned period from the start of MTR train service at all MTR Customer Service Centres<sup>2</sup> (unpaid area). Each customer can buy up to two sets or two items per purchase while stocks last.

Each souvenir ticket is valid for one single domestic journey on the MTR<sup>1</sup> on or before 31 January 2019. Malfunctioning tickets can be exchanged on or before 31 January 2019 at any MTR Customer Service Centre (except Airport Express, Light Rail, Lo Wu and Lok Ma Chau stations). Tickets sold are non-refundable and non-transferrable.

Details of the Disney Tsum Tsum Souvenir Ticket Sets by MTR and Disney Tsum Tsum Pullback Trains are as follows:

Date of Public Sale (while stocks last)	Souvenir Ticket Set includes	Disney Tsum Tsum Pullback Train
25 November – 1 December 2018	<ul> <li><b>"Sweet Couple" Set</b></li> <li>A souvenir ticket<sup>1</sup></li> </ul>	Mickey, Marie
	• A cute ticket holder	
	<ul> <li>A Minnie Pullback Train</li> </ul>	
2 December – 8 December 2018	"Hearty Warmth" Set	Stitch, Lotso
	• A souvenir ticket <sup>1</sup>	
	<ul> <li>A cute ticket holder</li> </ul>	
	A Sulley Pullback Train	

Date of Public Sale (while stocks last)	Souvenir Ticket Set includes	Disney Tsum Tsum Pullback Train
9 December – 15 December 2018	<ul> <li>"Fuzzy Friends" Set</li> <li>A souvenir ticket<sup>1</sup></li> </ul>	Winnie the Pooh, Baymax
	• A cute ticket holder	
16 December – 22 December 2018	A Tigger Pullback Train     "Fun Party" Set	Aliens, Olaf
	<ul> <li>A souvenir ticket<sup>1</sup></li> <li>A cute ticket holder</li> </ul>	
	• A Buzz Lightyear Pullback Train	

MTR Club members can enjoy priority purchase of all four types of souvenir ticket sets for HK\$500 and all of the eight Disney Tsum Tsum Pullback Trains for HK\$600 (original price HK\$680), as well as the entire collection of ticket sets and Disney Tsum Tsum Pullback Trains at a special price of HK\$980 (original price HK\$1,180) through MTR Mobile's MTR Club Private Presale corner or the MTR Club website at <u>www.mtrclub.com.hk</u> starting from today (7 November 2018) to 15 November 2018. Members can also purchase the items by cash at the Tourist Services Centre at MTR Admiralty Station<sup>3</sup> from 22 to 23 November 2018. More details about the souvenir ticket sets are available at <u>www.mtr.com.hk</u> or the MTR Hotline (2881 8888).

#### Remarks:

<sup>1</sup> Except Airport Express, East Rail Line First Class, journeys to or from Lo Wu and Lok Ma Chau stations, Light Rail, MTR Bus and MTR Feeder Bus. If the ticket is used to travel to either Lo Wu Station or Lok Ma Chau Station in breach of the Terms and Conditions, the holder is liable to pay the full single journey fare between the station of entry and Lo Wu Station or Lok Ma Chau Station. The ticket will then be returned to the holder for use on a valid journey. As passengers changing lines between Tsim Sha Tsui and East Tsim Sha Tsui stations have to exit and re-enter the system, a new ticket must be purchased for the second stage of the journey.

<sup>2</sup> Except Airport Express, Light Rail, Lo Wu, Lok Ma Chau and Racecourse stations.

<sup>3</sup> Shop No. 24, Admiralty Station (near Entrance/Exit B, unpaid area).

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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, an Airport Express link as well as a new High Speed Rail service connecting Hong Kong to the Mainland of China that was launched in September 2018. These services carry about 5.8 million passenger trips on a normal week day. Another 6.5 million passenger trips are made on the rail services MTR 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 <u>www.mtr.com.hk</u>.

### Photo Captions:

1. Disney Tsum Tsum Souvenir Ticket Sets by MTR, namely "Sweet Couple", "Hearty Warmth", "Fuzzy Friends" and "Fun Party" will be launched over four consecutive weeks starting from 25 November 2018. Priced at HK\$125, each souvenir ticket set comprises a souvenir ticket, a cute ticket holder and a Disney Tsum Tsum Pullback Train.



2. Eight other Disney Tsum Tsum Pullback Trains will also be available for purchase starting from 25 November 2018 at a special price of HK\$75 each (original price HK\$85) while stocks last.

