

## 新聞稿

### Press Release

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#### **MTR's "Green T Baby" Promotes Low Carbon Lifestyle with Joy and Fun First "Green T Baby Fun Day" To Foster Sustainable Community**

"Green T Baby" has been actively shouldering the role of MTR's green ambassador since its debut last year, promoting a green lifestyle from MTR Corporation's position as a low-carbon public transport provider. The Corporation will be organising the inaugural "Green T Baby Fun Day" on 16 March 2024 (Saturday), aiming to let Green T Baby step into the community and engage the public through enjoyable activities while fostering the sense of environmental protection and energy saving. On the same day, MTR Corporation will also sponsor the "Green WALK Hong Kong 2024" organised by the World Green Organisation (WGO) to jointly promote a low-carbon lifestyle.

The "Green T Baby Fun Day" will be held at the Central Harbourfront Event Space. "Green T Baby" will convey environmental messages to the participants in a hands-on, friendly, and fun way. There will be several family-friendly "Green T Baby" photo spots at the entrance and inside the venue, as well as "Green Experience Zones" that echo MTR Corporation's green initiatives. A 6-metre "Green T Baby" inflatable is the largest "Green T Baby" to date and will be an unmissable spot for the public. The "Green Experience Zone - Electric Mini Train" incorporates cute MTR elements for children to drive as train captains. There will also be a variety of food stalls serving classic Hong Kong snacks available along the railway lines, as well as a "Green Experience Zone - Go Green Bar" featuring two limited edition drinks with green elements, so that families can enjoy "Fun & Gourmet" at the same time.

"MTR Corporation is committed to embedding environmental, social and governance (ESG) considerations into all aspects of its business. As a low-carbon public transport provider, the Corporation has consistently utilised its network and resources to advocate for environmental protection," said Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation. "On the 'Green T Baby Fun Day', Green T Baby will be the protagonist who aims to encourage the public to adopt low-carbon habits in their daily lives and foster the development of a sustainable community through a series of outdoor games and activities. Together, we can make significant strides towards a greener future and keep cities moving sustainably."

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The “Green T Baby Fun Day” has four designated time slots with limited capacity. Entry will be allowed with a QR code ticket. There will be 4 sessions: 9:00am, 11:00am, 1:00pm and 3:30pm. Registered MTR Mobile users can reserve free tickets via MTR Mobile from 12:00nn on 20 February on a first-come-first-served basis. After successful registration, QR code tickets will be received through MTR Mobile. (Please refer to Annex for details)

Reduction of greenhouse gas emissions is one of the three environmental and social objectives of MTR Corporation, and various energy saving, and carbon reduction measures have been implemented in the Corporation’s railway and property businesses in Hong Kong for the longer-term goal of achieving carbon neutrality by 2050. For years, the Corporation has been practicing “regenerative braking” by capturing and reusing the energy emitted by trains during braking. The Corporation is also embarking on the installation of more solar panels at stations, depots, and MTR malls including the largest flexible solar panels system project in a single building in Hong Kong at the Pat Heung Depot. LED lights are gradually replacing traditional lighting at stations, and water dispensers are being added for passengers’ convenience. MTR will continue to promote a low-carbon lifestyle from various perspectives.

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#### About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff\*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk).

\*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Caption:

1. **Green T Baby Fun Day** – To mark the occasion, MTR Corporation has invited Miss Hong Kong 2013 Ms Grace Chan to be the ambassador of the event, encouraging children and their parents to join the event and enjoy family fun, as well as practicing a low-carbon lifestyle with “Green T Baby”.



2. **“Green T Baby Fun Day” Map** – There will be several family-friendly “Green T Baby” photo spots at the entrance and inside the venue, as well as “Green Experience Zones” that echo MTR Corporation’s green initiatives. A variety of food stalls will also be available at the venue, allowing families to enjoy “Fun & Gourmet” at the same time.



3. **6-metre-high “Green T Baby” inflatable installation** – Located near the entrance, the 6-metre-high “Green T Baby” is the first and largest inflatable “Green T Baby”. The eye-catching design is a must-see.



*(The visual is provided for concept illustration only)*

Annex

**"Green T Baby Fun Day" Arrangement**

- There will be four different time slots for the public to visit the "Green T Baby Fun Day", and each time slot will have limits on the maximum number of visitors.
- Members of the public can register through MTR Mobile to obtain free QR code tickets for the Fun Day. Each ticket allows a maximum of four persons to enter at the same time, on a first-come-first-served basis and while stocks last.

	Entry time	Date to obtain QR Code ticket	Channel of obtaining QR Code ticket
Green T Baby Fun Day (16 March 2024)	1. 9:00am 2. 11:00am 3. 1:00pm 4. 3:30pm	12:00nn on 20 February 2024	Through MTR Mobile, registered users can obtain QR Code tickets through registration on the MTR Mobile "Promotion" Page. 