



Press Release

21 October 2013

### **RTHK DJs Promote “Offer Seat” Culture As MTR Start Work to Double Priority Seat Numbers in Trains**

Caring MTR passengers who offer their train seat to a senior citizen, person with disability, pregnant mothers or other people with special needs may find their good deed recognised on radio as part of a three-week MTR x RTHK Courtesy Campaign kicked off today (21 October 2013). The MTR Corporation today also launched the first MTR train with four Priority Seats in each car.

“While we encourage passengers to offer up any seat on a train to those in need, two seats in each train car are now specially marked with bright Smiley®World icons and designated as Priority Seats,” said Mr Adi Lau, Deputy Director – Operating of MTR Corporation. “As the caring culture in Hong Kong has grown, our passengers have asked us to increase the number of Priority Seats in trains to serve as a more prominent reminder. We think this is a good idea and will double the number of Priority Seats to four in each car. The additional seats will be rolled out gradually, starting with trains on the Kwun Tong Line.”

Joining hands with the MTR Corporation to promote the “Offer Seat” culture, disc jockeys from RTHK Radio 2 will be travelling on the MTR under disguise to spot courteous passengers. Those seen giving up their seats to someone in need will be rewarded with a small gift and invited to be interviewed by the DJs to share their views on considerate behaviour with RTHK listeners. The full line-up of Radio 2’s 21 DJs will also be appearing in posters throughout the MTR network and on Light Rail vehicles to spread the message that assisting other people can bring joy.

“There is nothing more satisfying than being able to help a person in need, and to do it without being asked,” said Mr Fung Wai-tong, Head of Radio 2, RTHK. “Taking our senior citizens as an example, it is not surprising if they feel tired standing on a train. But I know some would feel uncomfortable or even embarrassed about asking for a seat. So we should do it automatically to show our respect and our appreciation for what our elders have already contributed to society.”

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Photo caption:

1. (From left to right) Popular RTHK Radio 2 DJs Mr Tsang Chi-ho, Ms Jackie Chan, Head of RTHK Radio 2 Mr Fung Wai-tong, popular Hong Kong artist Mr Hacken Lee and Mr Alan Tam, Deputy Director-Operating of MTR Corporation Mr Adi Lau, General Manager-Corporate Relations of MTR Corporation Ms May Wong, and RTHK Radio 2 DJ Mr Leung Wing-chung kick off the MTR x RTHK Courtesy Campaign to encourage MTR passengers to offer their train seats to anyone in need.



2. (Form left to right) General Manager-Corporate Relations of MTR Corporation Ms May Wong, Popular RTHK Radio 2 DJs Mr Tsang Chi-ho, Ms Jackie Chan, Mr Leung Wing-chung and Head of RTHK Radio 2 Mr Fung Wai-tong encourage passengers to give up their seats to those in need in the MTR x RTHK Courtesy Campaign which began today.

