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### **Embark on a Safe and Courteous MTR Journey at the Hong Kong Book Fair Annual Escalator Safety Campaign Launched**

In this year's Hong Kong Book Fair, on top of searching for books that interest them, children can challenge themselves again by taking part in games to test their knowledge of railway safety and courtesy at the MTR Corporation's railway-themed exhibition booth on 3/F (Hall 3D-A18) at the Book Fair from today (14 July 2021) to 20 July 2021.

Resembling a Tuen Ma Line train, the railway-themed exhibition booth invites visitors to embark on an MTR journey by participating in a series of railway safety challenges designed by People On Board Social Enterprise Limited (POB). Upon successfully completing the tasks required for a safe journey, visitors will be able to receive exquisite souvenirs.

"Safety is always the top priority for MTR Corporation. To ensure safe and comfortable railway journeys for everyone, the Corporation relies on passengers' support and co-operation. We are glad to sponsor parents and kids invited by two non-government organisations, Hong Kong Outlying Islands Women's Association and Hong Kong Family Welfare Society, to visit our exhibition booth today. We hope that the fun-filled activities designed for the Book Fair would help instill a strong sense of safety in children from an early age," said Ms Linda Choy, Corporate Affairs & Branding Director of MTR Corporation.

Apart from the exhibition booth at the Book Fair, the Corporation continues to step up its efforts in promoting escalator safety messages. The latest Escalator Safety Campaign will be launched from today with a set of new posters and a video featuring "T Chai" as a guardian of safety to promote key safety messages to passengers when travelling on the escalators. The eye-catching posters will be on display across the MTR network to remind passengers to take a lift when travelling with bulky items, to seek assistance and take a lift when feeling unwell, to stand clear of the edges, and not to use mobile phones when travelling on escalators. Passengers are advised to "hold the handrail and stand firm" and stay alert when using escalators.

- End -

## About MTR Corporation

Every day, MTR connects people and communities. 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 more than 40 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 40,000 dedicated staff\*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and the Mainland of China. MTR strives to grow and connect communities for a better future.

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

\*includes our subsidiaries and associates in Hong Kong and worldwide

## About “Community Connect”

“Community Connect” is the Corporation’s platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they’ve been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities’ futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.

Photo Captions:

1. Starting from today (14 July 2021) to 20 July, members of the public can visit the “MTR Safety Experience Zone” exhibition booth (Hall 3D-A18) at the Hong Kong Book Fair at Hong Kong Convention and Exhibition Centre and take part in interactive games to strengthen their sense of safe and courteous behaviour when travelling on the MTR.





2. Members of the Hong Kong Outlying Islands Women's Association and Hong Kong Family Welfare Society visited the "MTR Safety Experience Zone" exhibition at Book Fair today (14 July 2021) to learn safe and courteous behaviour through the fun games at railway thematic booth.



- As part of this year's Escalator Safety Campaign, a series of new posters will be displayed across the MTR network starting from today (14 July 2021) to remind passengers of the correct and safe behaviour when travelling on escalators.

