

**MTR Leverages Hong Kong Book Fair to Promote Railway Safety  
and Set up Designated Game Booth with Social Enterprise  
at Mock-Up Exhibition Centre Station**

Safety is the top priority for MTR Corporation and it strives to promote the importance of railway safety to the public through different platforms. From today (20 July 2022) to 26 July 2022, MTR is hosting the “MTR Safety Experience Zone” exhibition booth on the third floor (Hall 3D-B11) at the Hong Kong Book Fair. In addition to enjoying the fun of reading, visitors are welcome to visit the MTR booth and take part in games through which they can easily learn about railway safety and courteous behaviour.

With the commencement of the East Rail Line (EAL) Cross-Harbour Extension and the opening of Exhibition Centre Station in May, visitors can embark on a safe journey at the MTR railway-themed booth at the Book Fair, resembling the platform of Exhibition Centre Station and an EAL train designed by People On Board Social Enterprise Limited. The booth offers games to arouse the interest of children and help them develop a strong sense of railway safety. Participants will be able to get limited-edition souvenirs featuring the signature design of Exhibition Centre Station upon successful completion of the games.

“Our mission is to keep cities moving. The extension of the EAL across the harbour connecting to Exhibition Centre Station offers a faster and a more convenient travelling option to the Hong Kong Convention and Exhibition Centre. The Book Fair is a signature cultural event in the city. This year, Book Fair visitors can experience a smart and comfortable journey by riding on the EAL and learn more about railway safety through fun-filled and interactive games at the MTR booth,” said Ms Linda Choy, Corporate Affairs & Branding Director of MTR Corporation.

“MTR Corporation aims to foster a harmonious and inclusive caring culture. We are pleased to sponsor ethnic minority families invited by Hong Kong Sheng Kung Hui Lady MacLehose Centre and families from The Neighbourhood Advice-Action Council Tung Chung Integrated Services Centre to visit our booth. We hope the visit further strengthens our connectivity to the community, as well as promoting our railway safety culture to the wider community,” she added.

To reinforce the importance of escalator safety, the Corporation will launch two short videos on social media platforms from late July as part of the Escalator Safety Campaign to promote escalator safety messages.

- 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 Caption:

Starting from today (20 July 2022) to 26 July 2022, members of the public can visit the “MTR Safety Experience Zone” located on the third floor (Hall 3D-B11) of the exhibition hall of the Hong Kong Book Fair and increase their understanding of railway safety and courtesy when travelling on the MTR.



