

新聞稿

Press Release

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MTR Promotes Safety with “Chibi Maruko Chan” Passengers are Reminded to Stand Firm on Escalators

To raise public awareness of safety when using escalators, the MTR Corporation launched this year's Escalator Safety Campaign yesterday (27 April 2023) featuring popular cartoon character "Chibi Maruko Chan" as ambassador. A series of activities and publicity will be rolled out to promote travelling safely and joyfully with six escalator safety rules, including "hold the handrail and stand firm."

Elderly citizens are one of the key focus groups of this year's campaign. Over the past three years, around half of the escalator accidents in the MTR network involved senior citizens. The most common causes of accidents included loss of balance and carrying bulky luggage. The Corporation has specifically invited about 30 elderly friends from Tung Wah Group of Hospitals and the Hong Kong Society for the Aged to join the kick-off ceremony to share safety tips when using escalators and encourage them to share with their friends. The Corporation, joined by "Chibi Maruko Chan," calls on everyone to:

1. Hold the handrail and stand firm when using escalators;
2. Encourage elderly and people with disabilities to use lifts;
3. Use lifts or seek help from MTR staff if they feel unwell;
4. Use lifts when carrying bulky luggage;
5. Press the emergency stop in case of emergency; and
6. Take care of and assist the elderly and children when using escalators.

Passengers are encouraged to stay alert to the needs of their friends and create a safe and accident-free travelling experience. The Corporation also took the opportunity to introduce how technology can help further protect the safety of escalator users through more proactive publicity.

"With the return to normalcy and full resumption of cross-boundary passenger services, there is an increase in passenger traffic. We hope to reinforce public awareness of safety when using escalators, especially for elderly passengers. MTR has recently formed an Elderly Care Group, and we continue to work closely with community partners to promote various safety messages. We also call on passengers to take care of the elderly and children and play a part in ensuring safety," said Dr Tony Lee, Operations Director of the MTR Corporation.

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"Chibi Maruko Chan," her family, and friends will be featured in a series of posters, videos, and messages shown in stations to remind passengers of safety when using escalators. The Corporation will also continue to promote escalator safety through public education and publicity, including school talks and recruitment of elderly caring ambassadors.

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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 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 Mainland China. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk.

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

Photo Caption:

1. Ms Jeny Yeung (6th left), Hong Kong Transport Services Director of MTR Corporation and Dr Tony Lee (5th left), Operations Director of MTR Corporation, together with Deputy Director of Electrical and Mechanical Services Department Mr Poon Kwok-ying (5th right), and Assistant Directors of Electrical and Mechanical Services Mr Chan Chau-fat (4th right) and Mr Chow Hau-keung (3rd right), officiated at the kick-off ceremony yesterday (27 April 2023) and shared with elderly friends safety tips when using escalators.



2. "Chibi Maruko Chan" will be featured as the ambassador for MTR's Escalator Safety Campaign this year to remind passengers of safety tips.

