

新聞稿

Press Release

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MTR Launches Escalator Safety Campaign with Actor Kent Cheng Sharing Safety Tips Urging Safe Use of Escalators to Enjoy Safe Trips with Ease

MTR Corporation launched a new round of its Escalator Safety Campaign today (8 July 2026). This year, the Corporation has specially invited award-winning actor Mr Kent Cheng to star in a promotional video, sharing his escalator safety tips with passengers. These include “Hold the Handrail Firmly, Stand Still on Both Sides” when using escalators, and taking the lift when travelling with bulky items. Through the campaign, the Corporation encourages everyone to put safety first and help create a safer travelling environment for themselves and others.

In recent years, MTR stations have recorded an average of about 500 escalator-related incidents each year (see the Annex for details). Around 60% of these incidents involve passengers losing their balance while walking on escalators, being bumped by others, or carrying bulky items. Nearly half of the accidents involve elderly passengers. MTR’s railway operations team has adopted a multi-pronged approach to enhancing escalator safety, including facility inspections, regular maintenance and safety education.

In the newly released promotional video, Kent Cheng with a sporty and energetic outlook, brings his signature “Do It” spirit to the campaign by reminding passengers to “Hold the Handrail Firmly and Stand Still” when using escalators. He also encourages passengers carrying bulky items or those feeling unwell to use the lift or seek assistance from station staff, putting safety first at all times.

The promotional video was premiered today at the launch ceremony of the Escalator Safety Campaign. The Corporation invited more than 100 elderly participants from organisations including the Neighbourhood Advice-Action Council, Hong Kong Society for the Aged, Caritas Hong Kong, Tung Wah Group of Hospitals, Po Leung Kuk, Elder Academy and the Hong Kong Road Safety Association to attend the event where Kent personally shared the key escalator safety messages. The promotional video will also be broadcast on station information displays, in-train TV screens and social media platforms.

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At the ceremony, Ms Cheri Lee, Deputy Director – Operating and Metro Segment of MTR Corporation, said, “MTR has always placed passenger safety as its top priority. We continue to promote railway safety messages and enhance public awareness through various channels, including school talks and safety awareness initiatives for elderly passengers. We encourage everyone to stand still and hold the handrail firmly when using escalators for their own safety and that of others, so that all passengers can enjoy a safe and pleasant journey. We will also continue to leverage innovative technologies to further enhance escalator safety.”

MTR has installed smart cameras at the landing areas of selected escalators. When foreign objects are detected, station staff are immediately alerted to take appropriate action, helping to reduce the risk of incidents. The system has proven effective since its deployment. The Corporation also leverages big data to monitor and analyse escalator incidents in order to deploy more staff at incident hotspots to assist passengers.

With the summer holiday approaching, passenger traffic across the network is expected to increase. In the coming weeks, MTR will deploy additional Escalator Safety Ambassadors in red vests at stations across the network to remind passengers of proper escalator etiquette and safe riding practices, while also providing assistance to passengers travelling with bulky items to take the lift.

In addition, MTR will set up the “MTR Safety Experience Zone” (Booth 3B-D02) at the Hong Kong Book Fair from 15 to 21 July. Through a series of interactive games, the public can learn about escalator safety and the importance of courteous behaviour on MTR. Participants who complete the games will receive a limited-edition souvenir, while visitors will also have the opportunity to meet MTR mascot “T Chai” in person — making the booth a must-visit attraction for children and railway enthusiasts alike.

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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 over 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 46,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. 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 Captions:

1. MTR Corporation organised a launch ceremony for the 2026 Escalator Safety Campaign today (8 July 2026) and invited more than 100 elderly participants to attend. Ms Cheri Lee, Deputy Director – Operating and Metro Segment of MTR Corporation (4th left), joined hands with representatives of supporting NGOs to promote escalator safety messages.



2. The new escalator safety promotional video “Just Stand Firm” features actor Mr Kent Cheng, who delivers a humorous and vivid performance to urge passengers to use escalators safely, carrying forward his “Do It!” spirit.



3. Mr Kent Cheng attended the 2026 Escalator Safety Campaign launch ceremony today and shared key escalator safety messages with participants.



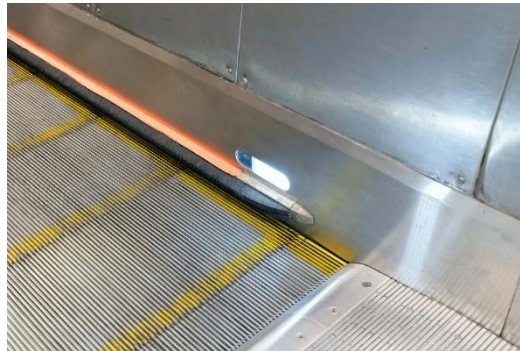
4. Among the escalator-related incidents recorded in MTR stations, around 60% involve passengers losing their balance while walking on escalators, being bumped by others, or carrying bulky items.



5. In the coming weeks, MTR will deploy additional Escalator Safety Ambassadors in red vests at stations across the network to remind passengers of proper escalator etiquette and safe riding practices, while also providing assistance to passengers travelling with bulky items to take the lift.



6. MTR leverages innovative technologies, such as foreign object detection technology and big data analysis, to further enhance escalator safety.



7. From 15 to 21 July, the “MTR Safety Experience Zone” (Booth 3B-D02) will be set up at the Hong Kong Book Fair. Through a series of interactive games, the public can learn about escalator safety and the importance of courteous behaviour on MTR.



Annex

Escalator-related incidents in MTR stations in recent years:

2024	2025	2026 (Jan to Jun)
536 cases	421 cases	233 cases