

For Immediate Release

***Walk the Hong Kong International Film Festival Red Carpet, Thanks to HK Express!***

***Calling Entries for the “Your Time to Shine” Facebook Contest***

**Hong Kong, 18 March, 2014** – Have you ever dreamed of attending a star-studded film festival premiere, walking the red carpet just like your favourite celebrity?

Thanks to HK Express, now’s your chance! Hong Kong’s one-and-only low-fare airline, which is also the official airline partner of 38<sup>th</sup> Hong Kong International Film Festival (HKIFF) is holding a Facebook competition aimed at letting your inner star shine!

To enter, first you need to become a fan of HK Express on Facebook: [facebook.com/hkexpress](https://www.facebook.com/hkexpress). Done? Now comes the fun part. Grab a friend or your partner and take a photo of the two of you in your normal, everyday clothing. Next, use your imagination to dress yourself in what you think you would wear on the big day of the HKIFF Gala Premiere. Take another picture of the two of you, then use your favourite photo editing app to show the before-and-after images side by side. Post your picture in the comments section of the relevant post on HK Express’ Facebook fan page, being sure to also use the hashtag: #HKExpressXHKIFF

If you are judged as one of the most creative entrants by HK Express, you and your friend or partner will win two tickets to walk the HKIFF red carpet with all the big-name stars, including Louis Koo, Gigi Leung and Fruit Chan and join them for the Grand Opening Ceremony and Opening Night Film to be held on March 24, 2014. Winners will be decided on March 21, 2014 and posted on the HK Express Facebook page. There are five double passes up for grabs, so raise those cameras and start snapping!

“We love the interaction with the public on the HK Express Facebook page – it’s a great way to stay in touch with what our Guests are thinking, from the events they want to attend to the places they want to travel,” said Mr. Andrew Cowen, Deputy C.E.O of HK Express, “I can’t wait

to see what our talented and creative Facebook fans come up with to try and win this glamorous and exciting competition in conjunction with HKIFF.”

**Term & Conditions:**

1. Submission phase is from 17 March until 20 March 2014, 23:59 pm.
2. Each person may submit one entry only
3. Submissions must have two people in the “before” shot, and two people in the “after” shot. The people must be the same in each photo (ie: no substitution of people between “before” and “after” shots)
4. HK Express reserves the right to make the final decision on the winners.
5. Each winner will receive two tickets to the Grand Opening of the 38th Hong Kong International Film Festival and the Opening Film. Winners will be notified by us on 21 March, 2014.
6. Participants must be aged 18 years or older.
7. The Individual who submits the entry must be one of the participants at the ceremony. Tickets are non-transferable.

-Ends-

**About HK Express:**

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka Kansai and Fukuoka (commences 10 April 2014) in Japan and Seoul-Incheon in Korea (commences 30 March 2014).

For more information, please visit [hkexpress.com](http://hkexpress.com), follow us on SinaWeibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [facebook.com/hkexpress](http://facebook.com/hkexpress)

**About the Hong Kong International Film Festival (HKIFF):**

The Hong Kong International Film Festival (HKIFF) is one of Asia's most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding films.

Screening over 280 titles from more than 50 countries in 11 major cultural venues across the territory, the Festival is Hong Kong's largest cultural event that reaches an audience of over 600,000, including 5,000 business executives who attend the Hong Kong International Film & Television Market (FILMART), a concurrent event of the HKIFF.

Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talents. As a lifestyle event, festival-goers can enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, join celebration parties, and more.

The Festival draws extensive media coverage from over 500 local and international press members and continues to grow in importance as one of the premier platforms to launch films in Asia.

The 38th HKIFF will be held from 24 March to 7 April, 2014.

即時發佈

## 化身紅星和 HK Express 行紅地氈參加香港國際電影節 上載閃爆紅地氈造型贏開幕禮及開幕電影門票

(香港·2014年3月18日)曾否幻想過如電影明星一樣以盛裝打扮踏上紅地氈，出席星光熠熠的電影節開幕典禮？本地唯一以香港為家的低成本航空公司，兼第38屆香港國際電影節指定航空公司 HK Express 再次突破您所想，由即日起至3月20日舉行「It's Your Time to Shine」Facebook 活動，只要上載您星味十足的紅地氈造型參加比賽，即有機會贏取香港國際電影節開幕禮及開幕電影門票2張(名額5個)，展現您的巨星潛能！

由即日起至3月20日只需登入 HK Express Facebook 專頁 [facebook.com/hkexpress](https://facebook.com/hkexpress)，拍下您和至少一位朋友的日常打扮，再幻想自己是超級巨星，再拍下二人要出席電影節開幕典禮的星級紅地氈造型，合併兩張照片為一張比對盛裝前後造型盡情發揮星味，加上標籤#HKExpressXHKIFF 上載至指定留言區域，即可參加「It's Your Time to Shine」活動。

HK Express 將選出5組最佳衣著得獎者，每組勝出者可贏取門票2張，屆時將有機會和古天樂、梁詠琪、陳果等一眾巨星一同踏上紅地氈，出席2014年3月24日的香港國際電影節開幕禮及欣賞開幕電影，齊齊參與這項全城矚目的電影界盛事，機會千載難逢！現在就拿起相機、打開衣櫃，開始構思您的星級造型！

HK Express DCEO Andrew Cowen 表示：「透過 Facebook 活動及交流，我們能夠更了解旅客的想法，例如知道他們對什麼活動有興趣、想去什麼地方旅遊等。我十分期待創意十足的 fans 為今次和香港國際電影節所合辦的這個星光熠熠的比賽所上載的獨特造型！」

HK Express 「It's Your Time to Shine」活動詳情	
參加方法	<ol style="list-style-type: none"><li>1. 登入 HK Express Facebook 專頁 <a href="https://facebook.com/hkexpress">facebook.com/hkexpress</a></li><li>2. 拍下您們平日的服裝打扮(相片必須是兩人或以上的合照)</li><li>3. 想像您們是明星，要出席電影節開幕典禮，再拍下您們心儀的服裝打扮</li><li>4. 把兩張相片合併為一張</li><li>5. 在 Facebook 專頁內指定留言區域內提交作品，並加上標籤 #HKExpressXHKIFF</li><li>6. HK Express 將選出5組最佳衣著得獎者</li></ol>
活動日期	2014年3月17日至3月20日晚上23時59分

獎品	第 38 屆香港國際電影節開幕禮及開幕電影門票 2 張（名額 5 個）
活動專頁	HK Express Facebook 專頁： <a href="http://hkexpress.com/facebook">hkexpress.com/facebook</a>
結果公佈	結果將於 2014 年 3 月 21 日在 Hong Kong Express Facebook 專頁公佈，得獎者亦會於 3 月 21 日收到專人通知
條款及細則	<ol style="list-style-type: none"><li>1. 每人只限參加一次</li><li>2. 參加相片必須為兩人以上合照</li><li>3. 如有任何爭議，HK Express 將保留最終決定權</li><li>4. 參加者必須年滿 18 歲</li><li>5. 參加者必須為其中一名開幕禮出席者，不得轉讓他人</li></ol>

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### **有關 HK Express**

HK Express 於 2013 年 10 月 27 日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、首爾-仁川(韓國)(將於 2014 年 3 月 30 日正式啟航)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)(將於 2014 年 4 月 10 日正式啟航)。

如需更多資訊，可瀏覽 HK Express 網頁 [hkexpress.com](http://hkexpress.com)、登入 HK Express 新浪微博專頁 [weibo.com/hkexpress](http://weibo.com/hkexpress) 或 Facebook 專頁 [facebook.com/hkexpress](http://facebook.com/hkexpress)。

### **香港國際電影節簡介**

香港國際電影節是亞洲最享負盛名的電影交流平台之一。世界各地的電影業界人士及影迷聚首於此，既展示新片，亦欣賞佳作。

電影節是香港最大型的文化活動，每年搜羅來自 50 多個國家，超過 280 部作品，在香港 11 個主要文化場地上映，吸引觀眾人數超過 60 萬人次，當中包括 5,000 位出席香港國際影視展 (FILMART) 的電影業界人士。

電影節既展示華語電影的多姿多采，亦發掘亞洲影壇新血，而影迷不但可觀看世界級的電影，更有機會與頂尖電影人直接對話、參觀展覽、出席慶祝派對和其他精彩活動。

電影節每年吸引超過 500 中外媒體報導，使電影節繼續成為亞洲重要的電影發佈和交流平台。

第三十八屆香港國際電影節將於 2014 年 3 月 24 日至 4 月 7 日舉行。