

For Immediate Release

Dance to the Beat of World Music in Penang
HK Express Announces Exciting New Sponsorship – Official Airline Partner of
Penang World Music Festival

Hong Kong, 19 March 2014 – HK Express announced today that they are the official airline partner of the Penang World Music Festival, taking place 12-13 April, 2014.

The Penang World Music Festival showcases 12 culturally exotic bands, covering genres as diverse as Folk, Balkan, Gypsy, Reggae, Tribal, World Jazz and many more. The two-day festival will be held at the famed 130-year-old Penang Botanic Gardens, in Penang, Malaysia.

HK Express will have their own booth onsite at the festival, which will feature fun games, competitions and chances to win great prizes, including free tickets to various destinations on their network.

A highlight of this year's festival is World Grammy nominee N'Faly Kouyate, hailing from West Africa and Belgium. N'Faly is sometimes referred to as "Jimmy Hendrix of the Kora", a Kora being a West African bridge harp. Festival goers can also dance to the energetic and vigorous drum beats of Tribal Drum group Dollu Kunita, a popular act from India, who perform the ancient dance of the Gohdi Horse Dancers from Rajasthan. There are many more exciting acts, including Flamenco group Davila Trio, Alvorada Pé Vermei from Brazil, and traditional Malay flute and Rabana players from Malaysia.

In addition to this exciting news, HK Express is running a Facebook competition this March to give away FREE round-trip tickets to Penang, plus FREE passes to the Festival so be sure to like their Facebook page and sign up to the newsletter at hkexpress.com for further details.

"We've been thrilled with how much Hongkongers have embraced Penang as a fun and alternative holiday destination," said Mr. Andrew Cowen, Deputy CEO of HK Express, "Our partnership with the Penang World Music Festival is sure to raise the profile of Penang as a cultural hotspot, and encourage even more Hongkongers to make the journey."



“In November last year, we were absolutely delighted that HK Express had begun to fly the Hong Kong to Penang route, and we immediately thought of them as the ideal partner for this wonderful festival event,” said YB Danny Law Heng Kiang, Penang State EXCO (Minister) for Tourism Development. “Having HK Express as the official airline of the Penang World Music Festival 2014 is our first collaboration project, and we anticipate many more projects in the future.”

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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, follow us on Sina Weibo: weibo.com/hkexpress or refer to our Facebook fan page: facebook.com.hkexpress

即時發佈

HK Express 宣佈成為「檳城世界音樂節」指定航空公司

與您共賞音樂盛事 感受狂熱音樂氣氛

(香港·2014年3月19日) 繼香港國際電影節後，HK Express 為您帶來又一娛樂驚喜。HK Express 今日正式宣佈成為「檳城世界音樂節」指定航空公司，帶領愛音樂的您體驗一年一度的檳城音樂盛事。今年「檳城世界音樂節」將於4月12、13日在擁有130年歷史的檳城植物園作露天演出，邀請12支世界重量級樂隊共襄盛舉，演出音樂種類繁多，如民謠、Balkan、Gypsy、Reggae、Tribal及World Jazz等，誓與一眾音樂愛好者共渡為期兩天的狂歡音樂派對。屆時，HK Express更會於「檳城世界音樂節」現場設有遊戲攤位，準備送出多份豐富獎品，更包括多張免費機票讓音樂人到世界各地啟發創作靈感。



「檳城世界音樂節」將融合傳統及現代音樂的文化藝術表演，精彩表演包括曾獲提名格林美獎、來自西非及比利時的 N'Faly Kouyate，N'Faly 有「Jimi Hendrix of the Kora」之美譽，擅長以獨有西非豎琴演出；觀眾更可伴隨印度 Dollu Kunita 活力激昂的鼓樂起舞，並欣賞 Gohdi Horse Dancers 表演來自印度西部拉賈斯坦邦的傳統舞蹈。其他精彩演出團體包括佛蘭明高舞蹈團體 Davila Trio、巴西 Alvorada Pe Vermei、由馬來西亞樂團表演傳統長笛及搖鼓。

HK Express 更會於本月在 Facebook 專頁推出比賽，愛好者只需登入 HK Express Facebook 專頁「讚好」及於 hkexpress.com 訂閱電子報，成為 fans 後即有機會贏取免費檳城來回機票，以及「檳城世界音樂節」免費入場證。

HK Express DCEO Andrew Cowen 表示：「很高興檳城能成為香港人的假日旅行熱點，相信透過與『檳城世界音樂節』的合作，鼓勵更多旅客前往檳城感受具有文化藝術氣息的特質。」

檳州旅遊發展委員會主席羅興強行政議員表示：「自 HK Express 於去年 11 月新增由香港往來檳城的航線，我們已視 HK Express 為是次『2014 檳城世界音樂節』的最佳合作伙伴，成為大會的指定航空公司，希望不久將來能有更多的合作機會。」

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、登入 HK Express 新浪微博專頁 weibo.com/hkexpress 或 Facebook 專頁 facebook.com/hkexpress。