



[For Immediate Release]

**New World Harbour Race 2023
Welcomes Largest Number of Entrants with 4,000 Quota
First Swim with Greater Bay Area Swimmers Scheduled for November 12**

(Hong Kong, 28 August, 2023) New World Harbour Race, the annual sports extravaganza title sponsored by New World Development Company Limited (“New World Development”) and organised by Hong Kong China Swimming Association (HKGSA), returns this year on 12th November (Sunday). This year’s event will also see its quota for entrants increase to 4,000, making it the largest race since the re-introduction of this iconic event. The New World Harbour Race 2023 registration will open at 10am on 30th August and close on 18th September. With the theme of “Empower Happy Waves for All”, the race not only re-introduces the elite “International Race”, but also invites swimmers from across the Greater Bay Area to participate.

Elite International Swimmers Returns with New Race Element

The upcoming event will consist of the Racing and Leisure groups, with swimmers starting from the Golden Bauhinia Square Public Pier in Wan Chai, making waves across the iconic Victoria Harbour and finishing at the Avenue of Stars in Tsim Sha Tsui. The fastest contestants in each category under the Racing Group will receive an award. The re-introduction of the “International Race” will see top elite swimmers from all over the world contest for glory in the Racing group. Swimmers from the Greater Bay Area will also be invited to participate in the Leisure group.

The New World Harbour Race continues to be sponsored and fully supported by FTLife, as the “Premium Sponsor”. The new “FTLife New World Springboard Championship” encourages young members of the “New World Swimming Academy” to swim to success in the race.

“This year sees the full return of the New World Harbour Race post-pandemic and we are delighted to welcome the return of the maximum quota of 4,000 swimmers,” said President of HKGSA Mr. Ronnie Wong. “The organiser looks forward to the participation of swimmers from Hong Kong, Mainland China and internationally, in the city’s landmark swimming event of the year. In addition to providing new opportunities for Hong Kong swimmers to compete with elite swimmers from around the world, we also look forward to the event further reinforcing Hong Kong’s importance as an international sporting events hub.”

Mr. Sitt Hoi Nam, Executive Director of New World Development, said, “The New World Harbour Race is not only an important annual sporting event in Hong Kong, it is also a great opportunity to bring swimmers and the entire Hong Kong together in a sporting celebration, injecting the city with positive energy. New elements added to the New World Harbour Race this year will provide an occasion for visitors and citizens alike to experience the ‘Happy waves’ of Victoria Harbour and Hong Kong as a ‘Events Capital’.”

Mr. Man Kit Ip, Chief Executive Officer of FTLife, said: “We have always strived to create value beyond insurance for our customers, as well as creating exciting and memorable lifestyle experiences for our customers and their loved ones. As the sole insurance sponsor of the New World Harbour Race for three consecutive years and elevated our commitment by becoming a Premium Sponsor this year, besides continuing to offer free protection for all swimmers with tailor-made Personal Accident Plan, also proud to have title sponsored the New World Springboard Championship to foster sports potential among the younger generation.”



Online Registration Starts 30th Aug, an Option to “Share for Good”

Online registration for this year’s New World Harbour Race will open from 10:00am on 30th August until 11:59pm on 18th September. All participants must meet eligibility requirements set out by the organiser - potential contestants in the Racing Group must pass a Time Trial or possess the relevant approved credentials. The fastest 100 male and 100 female swimmers will qualify for the contest. Should the number of registrations in the Leisure Group exceed the quota, lots will be drawn and the results will be announced on 28th September along with the name lists for the Time Trials. Those participating in the “Leisure Group” lists must pass the Time Trials held on the 8th, 14th and 15th October. Results of the Time Trials and names of selected contestants will be released at 11am, 24th October.

The option for donating will be available again this year. Swimmers can opt to donate HK\$100 for charitable purposes during payment process. The charitable proceeds will be collected by the HKGSA, and subsequently donated to “Share for Good”, Hong Kong’s first large scale crowd-donation matching platform, allowing the platform to create innovative charity programmes, spreading happiness and love all over Hong Kong.

For details of the event, eligibility and registration, please visit our official website:

<http://www.hkharbourrace.com>

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Key Information on New World Harbour Race 2023

Event Date and Time	7:30am on 12 November, 2023 (Sun)
Online Registration	Starts at 10:00am on 30 th August 2023; Ends at 11:59pm on 18 rd September 2023
Ballot Results Announcement Date	11:00am on 28 September 2023 Results will be announced on the official website of New World Harbour Race
Announcement of Entrants to Time Trials	11:00am on 28 September 2023 on the official websites of HKGSA and New World Harbour Race
Time Trial Dates and Venues	8 October 2023 (Sun Yat Sen Memorial Park Swimming Pool) 14 October 2023 (Sun Yat Sen Memorial Park Swimming Pool) 15 October 2023 (La Salle College Swimming Pool)
Time Trial Results and Names of Contestants Announcement Date	11:00am on 24 October 2023 Results will be announced on the official website of New World Harbour Race

Photo Captions

		<p>New World Harbour Race 2023 returns on 12th November with entrants of 4,000, making it the largest race in history.</p>
 <p>九龍 Kowloon 終點：尖沙咀星光大道 Finish: Tsim Sha Tsui Avenue of Stars 香港島 Hong Kong Island 起點：灣仔金紫荊廣場公眾碼頭 Start: Wan Chai Golden Bauhinia Square Public Pier</p> <p>競賽組及 leisure 組 (大約1公里) Racing Groups & Leisure Groups (Approximately 1 km)</p>		<p>Race will start at Golden Bauhinia Square Public Pier in Wan Chai and finish at the Avenue of Stars, Tsim Sha Tsui.</p>
		<p>With the theme of “Empower Happy Waves for All”, the upcoming race will welcome overseas and GBA elite swimmers to participate in the “Race group” and “Leisure group” categories.</p>

Download high-resolution photos at:
https://bit.ly/NWDHR2023_Announcement

(This press release is issued by **ActionHouse International** on behalf of the **Hong Kong China Swimming Association** and **New World Development Company Limited**.)

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About Hong Kong China Swimming Association

Hong Kong China Swimming Association (“HKGSA”) was founded in early 1951 by the President, Mr. A. de O. Sales, and it took part for the first time in the Olympic Games in Helsinki 1952 with four swimmers. It was subsequently registered under the Societies Ordinance on 28th April 1960. It is a member of the World Aquatics, Asia Aquatics and Sports Federation and Olympic Committee of Hong Kong, China (SF & OC). It is the sole governing body of swimming sports in Hong Kong covering all swimming, diving, water polo, artistic swimming, open water swimming and masters swimming competitions and activities here.

In the past 70 years, the Association has been promoting and developing swimming sports, thus raising the standard of swimming, nurturing elite swimmers and providing training to athletes, officials, judges and coaches in Hong Kong through organizing different competitions, training courses and relevant teaching activities. The Association now has over 130 affiliated clubs with over 10,000 registered athletes, offering all properly accredited persons the opportunity to represent Hong Kong in a wide range of competitions and meetings here and abroad.

About New World Development

Founded in 1970, New World Development Company Limited (“The Group”, Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group’s core business areas include property development, property investment, road, construction and insurance. Its operations in Greater China, especially the Greater Bay Area, had a total asset value of approximately HK\$621.9 billion as at 31 December 2022. The Group has an effective interest of approximately 61% in NWS Holdings Limited (Hong Kong stock code: 0659) and approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and wholly owns New World China Land Limited.