



PRESS RELEASE

FOR IMMEDIATE RELEASE

Star Cruises and Taiwan Tourism Bureau jointly organize a charity cruise for Hong Kong students

Hong Kong, 18 August, 2014 – Star Cruises is pleased to join hands with Taiwan Tourism Bureau Hong Kong Office to organize a charity cruise to Taiwan for 60 Hong Kong underprivileged students.

The charity initiative “Star Cruises’ Dream Voyage to Taiwan” is co-organized by Jetour Charity Foundation Limited, Hong Kong and Macau Taiwanese Charity Fund Limited and The Chinese Society of Applied Psychology. The organizers together with the school representatives had selected 60 students with outstanding academic results from seventeen local Hong Kong primary schools, to be part of SuperStar Virgo’s 4D3N Kaohsiung / Taichung cruise, which will depart from Hong Kong on 20 August 2014.

A press conference to launch the initiative was held onboard Star Pisces today with student representatives and renowned Hong Kong celebrity Icy Wong, who attended as ambassador. Taiwan’s famous online artist Cherng and popular illustrator Song Song Meow Second were also present at the event. Along with the students, they created a backdrop painting that depicted positive messages of love and support on stage. Both Taiwanese artists will join the SuperStar Virgo’s 4D3N Taiwan cruise where they will host workshops to teach the students art and illustration techniques.

“We are honoured to collaborate with Taiwan Tourism Bureau to jointly sponsor the underprivileged students on this dream voyage. We hope this special cruise journey will be meaningful and inspire them to strive for their dreams in the future,” said Ms. Vivian Sim, Senior Vice President, Corporate Communications and PR, Genting Hong Kong.



Mr. Tony Wu, Director of Taiwan Tourism Bureau Hong Kong Office said, “Taiwan is famous for its friendliness and we will continue to strive and bring more positive energy to society, as well as to give a helping hand to those in need. It is our sincere hope that the underprivileged students will experience love and care from the Taiwanese people, as well as enjoy the delicious food and beautiful sceneries throughout this journey. We hope this voyage will motivate them to work hard for their goals.”

During the cruise journey, the students will visit Kaohsiung and Taichung for the first time. They will visit the Pier-2 Art Centre in Kaohsiung to understand more about Taiwan art culture. They will also visit the Liu-He night market in Kaohsiung to try out the delicious street food and a fruit picking farm in Taichung to experience the Taiwanese nature. In addition, some special edutainment activities are planned for the students to learn and play, from the two team-building motivational classes designed by Dr. Chu of The Chinese Society of Applied Psychology to learning about table manner and handkerchief art onboard SuperStar Virgo.

Genting Hong Kong and its subsidiary Star Cruises will donate NTD1.5 million to the Social Affair Bureau of Kaohsiung City Government for the affected residents of the recent gas explosion tragedy in Kaohsiung, when SuperStar Virgo arrives in Kaohsiung on 21 August.

For more information about Star Cruises, please visit www.starcruiises.com .

On Star Cruises, every journey is a voyage of discovery and surprise.

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Taiwan's famous online artist Cherng (right) and popular illustrator Song Song Meow Second (left) were invited to attend the press conference held on 18 Aug. Along with the students, they created a backdrop painting that depicted positive messages of love and support on stage. Both Taiwanese artists will join the SuperStar Virgo's 4D3N Taiwan cruise where they will host workshops to teach the students art and illustration techniques.

About Genting Hong Kong Limited ("Genting Hong Kong")

Genting Hong Kong Limited is a leading global leisure, entertainment and hospitality corporation. A primary business activity of the company is cruise and cruise related operations under the brands of Star Cruises and Norwegian Cruise Line. Star Cruises, together with Norwegian Cruise Line, is the third largest cruise operator in the world that owns a combined fleet of 20 ships visiting over 130 destinations in the world, offering approximately 42,000 lower berths.

Genting Hong Kong's first foray in a land-based attraction, Resorts World Manila, opened its doors to the public in August 2009. Resorts World Manila is one of the premier leisure brands under the Genting Group and the Philippines' first one-stop, nonstop vacation spot for topnotch entertainment and world-class leisure alternatives, featuring 3 hotels including a six star all-suite Maxims Hotel, an iconic shopping mall, 4 high-end cinemas and a multi-purpose performing arts theatre.

For more information, please visit Genting Hong Kong website <http://www.gentinghk.com>.



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