



Genting Hong Kong Limited

(Continued into Bermuda with limited liability – Registration No.29337)
(formerly known as Star Cruises Limited)

PRESS RELEASE

FOR IMMEDIATE RELEASE

Celebrate the Festive Season with Genting Hong Kong “Charity Bear Christmas Sale” on Board SuperStar Aquarius

Taipei/Hong Kong, 27 November 2015 – Get into the festive spirit with Genting Hong Kong, a leading global leisure, entertainment and hospitality enterprise!

At a special press conference held on 26 November aboard SuperStar Aquarius, Genting Hong Kong announced that Star Cruises will partner with Syin-Lu Social Welfare Foundation to organize a Charity Bear Christmas Sale this year. As part of the press conference, renowned Taiwan model/artist and event ambassador, Antony Kuo, was in attendance to help promote the concept of giving back to the community during this most charitable of seasons.

The Charity Bear Christmas Sale will take place on board SuperStar Aquarius from 1 December – 28 December 2015. Each cuddly bear will cost NTD 200 with Star Cruises donating all proceeds to the Syin-Lu Social Welfare Foundation to help fund a full range services for people with mental disabilities and their families.

At the end of the campaign, Star Cruises executives will lead the crew of SuperStar Aquarius to play Santa at the Syin-Lu Social Welfare Foundation’s children’s centre to hand out goodies and to present the final donation to the foundation.

“The Charity Bear Christmas Sale is a very meaningful event for Star Cruises not only because of the importance of the funds raised to support the Syin-Lu Social Welfare Foundation but, more notably, in the festive joy and genuine heartfelt warmth we are sharing with the children most in need,” said Mr. Andy Lew, Star Cruises General Manager of Taiwan. “As the Genting Group celebrates its 50th Anniversary this year, we are continuing the long standing tradition of giving back to the communities in which we operate in. An important part of our corporate culture, every year, Genting Hong Kong organizes various charity events onboard its Star Cruises fleet including charity cruises, shows, ship tours and luncheons.”

Since its inception in 1993, Genting Hong Kong, Star Cruises’ parent company, has been committed to giving back to the communities in and people of Asia as the company has grown hand in hand with the region. In 2015, the company’s corporate social responsibility (CSR) efforts were recognized by the Asian Excellence Recognition Awards, which named Genting Hong Kong one of the “Best CSR” companies in Asia. Genting Hong Kong was recognized as Asia’s Best CSR for a third year after taking home the award in 2012 and 2013 previously.

In addition, Genting Hong Kong's contribution to the community was recognized by The Hong Kong Council of Social Service – since 2008, Genting Hong Kong has been listed as one of its "Caring" companies.



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Home to the Charity Bear Christmas Sale, SuperStar Aquarius will homeport year round in Keelung to service the growing North Asian market with itineraries visiting scenically stunning Okinawa, Japan including Ishigaki, Naha and Yonaguni across all four seasons.

As a special bonus, after nearly a decade, Star Cruises will be celebrating Christmas and New Year's with passengers in Taiwan in 2015. Special seasonal dining and libations will be on offer and every corner of the ship will be festooned with holiday décor; guests will be able to participate in a variety of themed parties on board to experience a most joyful celebration at sea!



(From the left) Ms Sally Riu, VP, Sales of Star Cruises; Ms Zong, Jing-Yi, founder and CEO of Syinlu; Mr. Andy Lew, General Manager of Taiwan, Star Cruises; SuperStar Aquarius Captain Johan Nilermark; and Charity ambassador Mr. Anthony Kuo, hang their festive “wish” cards on the Christmas tree.

For more information about Genting Hong Kong, please visit www.gentinghk.com. For Star Cruises, please visit www.starcruiases.com or follow us at www.weibo.com/starcruiases, www.facebook.com/starcruiases, www.twitter.com/starcruiasesasia and WeChat (SCTA-CHINA).

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About Genting Hong Kong Limited (“Genting Hong Kong”)

Genting Hong Kong is a leading corporation principally engaged in the business of cruise and cruise related operations along with leisure, entertainment and hospitality activities.

Taking on a bold initiative to grow the Asia-Pacific as an international cruise destination, Star Cruises has built its reputation on offering first-rate Asian hospitality servicing an international clientele and travelling to various ports of call throughout the region. Newly launched Dream Cruises will cater to the growing premium Asian cruise market while recently acquired Crystal Cruises is the world’s leading luxury cruise provider, having earned more “World’s Best” awards than any other cruise line, hotel, or resort in history.

Genting Hong Kong’s first foray in a land-based attraction, Resorts World Manila opened its doors in the Philippines 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 three hotels including the all-suite Maxims Hotel, an iconic shopping mall, four high-end cinemas and a multi-purpose performing arts theatre.

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