

新聞稿

Press Release

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MTR Promotes Escalator Safety in Railway-Themed Booth at Hong Kong Book Fair

MTR Corporation always strive to promote escalator safety, in which “hold the handrail and stand firm” when using the escalators has been the key message in escalator safety education over the past decade. To further share this message with the community, MTR is hosting the “MTR Safety Experience Zone” at the Hong Kong Book Fair 2024 starting from today (17 July 2024) to 23 July 2024, located on the third floor (3C-E22) of the Hong Kong Convention and Exhibition Centre. Book fair visitors can enjoy an engaging and interactive experience while learning more about escalator safety knowledge and courteous behaviour.

The “MTR Safety Experience Zone” features simulations of station escalators and train compartments, along with displays of various mini-MTR train models, creating appealing railway-themed photo spots that will delight families and railway fans alike. Visitors can also take part in trivia challenges to test their escalator safety and railway knowledge. Participants who successfully complete the tasks will receive limited edition train-themed souvenirs.

Dr Tony Lee, Operations & Innovation Director of the MTR Corporation joined hands with the adorable MTR mascot “T Chai” at the Book Fair today to interact with visitors, testing their escalator safety and railway knowledge while sharing practical tips on using escalators safely.

“Railway safety is always the top priority for MTR Corporation. While we have been actively promoting escalator safety messages through various channels, passengers’ cooperation and support are equally important,” said Dr Lee. “We are delighted to bring back the highly popular MTR railway-themed booth to this year’s Book Fair, aiming to educate the public through gameplay and instill the importance of holding the handrail and standing firm while taking the escalator,” he added.

As part of its ongoing efforts to connect with the community, MTR Corporation invited around 60 children and parents from The Salvation Army and The Boys' and Girls' Clubs Association of Hong Kong to visit the railway-themed booth today to further strengthen the connection with the community, as well as promote railway safety culture to the wider community in a joyful way.

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To reinforce the importance of escalator safety, the Corporation will launch a brand-new promotional video on social media platforms in August as part of the Escalator Safety Campaign to promote escalator safety messages.

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About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk.

*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

About “Community Connect”

“Community Connect” is the Corporation’s platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they’ve been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities’ futures.
- We contribute to making cities more connected and vibrant through staff volunteering and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.

Photo Caption:

1. From today (17 July 2024) to 23 July 2024, the public can learn more about escalator safety and courteous behaviour through interactive game-based experiences at the “MTR Safety Experience Zone” at the Hong Kong Book Fair (3C-E22).



2. Dr Tony Lee, Operations & Innovation Director of the MTR Corporation joined forces with MTR mascot “T-Chai” to promote escalator safety through interactive games and share safety tips today (17 July 2024).



3. MTR Corporation is committed to foster a strong bond with the community. Around 60 children and parents from The Salvation Army and The Boys' and Girls' Clubs Association of Hong Kong were invited to visit the MTR-themed booths, promoting railway safety in a joyful way.

