

## 新聞稿

### Press Release

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#### **MTR Launches This Year's Escalator Safety Campaign Continues to Promote Two Key Safety Messages “Stand Firm on Either Side” and “Use a Lift When Travelling with Bulky Items”**

MTR is dedicated to ensuring passenger safety and has been actively promoting escalator safety awareness through various channels for many years. The Corporation today (8 November 2024) launched the “2024 Escalator Safety Campaign” featuring a brand new promotional video and station announcements, along with a series of station posters and the deployment of escalator safety ambassadors to conduct demonstrations and so on. The campaign emphasises two key messages: “Hold the Handrail, Stand Firm on Either Side” and “Use a Lift When Travelling with Bulky Items”. These initiatives encourage passengers to prioritise escalator safety and work together to minimise the risk of incidents.

Within the MTR railway network, over 1,300 escalators efficiently serve millions of passengers daily. It is important for passengers to recognise that walking on a moving escalator can lead to loss of balance and falls, which not only jeopardises the safety of the individual but can also endanger other passengers or bring inconvenience to others as there will be disruption to station operations. In the first nine months of this year, there were 430 recorded escalator safety incidents within MTR stations. Notably, about 60% of these incidents involved passengers who were not holding onto handrails, lost their balance while walking, were bumped by others, or were carrying bulky items. These statistics highlight the risks associated with moving on a running escalator.

Ms Cheri Lee, Chief of Operating & Metro Segment of MTR Corporation, said: “In recent years, many railways around the world have promoted ‘standing firm on escalators’ out of safety consideration. MTR has been advocating ‘Stand Firm and Hold onto the Handrail’ for more than a decade, encouraging passengers to prioritise the safety of themselves and others while using the escalators. With the changing times and an aging population, walking on escalators and causing injuries may lead to serious consequences. It is safer to stand firm on either side of the escalator. We recognise that changing habits requires a collective effort, so we urge everyone to be considerate of themselves and others by holding onto the handrails and refraining from walking.”

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To enhance passengers' safety awareness, the Corporation invited Mr Jan Lamb to feature in a new promotional video and record station announcements this year. Together with previously launched station posters, the Corporation consistently promotes the two key safety messages: "Hold the Handrail, Stand Firm on Either Side" and "Use a Lift When Travelling with Bulky Items". Additionally, the Corporation reminds passengers to avoid standing close to the edge of the escalator steps and to be cautious when wearing long or loose clothing, such as scarves or shawls, to prevent entanglement.

In the coming month, the Corporation will deploy escalator safety ambassadors wearing eye-catching red vests across various stations. These ambassadors will play an educational role, raising public awareness of escalator safety by encouraging passengers to change their habit and remember to "Hold the Handrail, Stand Firm on Either Side". We appreciate all who help safeguard the safety of our passengers.

The Corporation remained committed to promoting safe and correct escalator use through multiple channels, including school talks for students and safety initiatives for the elderly. Furthermore, innovative technologies such as the External Object Inspection System and big data analysis are also employed to further enhance escalator safety.

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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](http://www.mtr.com.hk).

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

Photo Caption:

1. Ms Cheri Lee, Chief of Operating & Metro Segment of MTR Corporation (centre), and the escalator safety ambassadors remind passengers to prioritise safety when using the escalator – always remember to “Hold the Handrail, Stand Firm on Either Side” and “Use a Lift When Travelling with Bulky Items”.



2. The Corporation launches a brand new promotional video, station announcements and a series of station posters featured by Mr Jan Lamb, emphasising the two key messages: “Hold the Handrail, Stand Firm on Either Side” and “Use a Lift When Travelling with Bulky Items”.



3. In the coming month, the Corporation will deploy escalator safety ambassadors wearing eye-catching red vests across various stations. These ambassadors will promote proper use of escalators and remind passengers of “Hold the Handrail, Stand Firm on Either Side” and “Use a Lift When Travelling with Bulky Items”.

