



MUSIC ON THE TRAM

Let's Celebrate the Living Heritage of 110 Years with Non-stop Live Music on the World Music Day, 21 June

(Hong Kong: 13 June 2014) Hong Kong Tramways and Alliance Française de Hong Kong are jointly launching “Music on the Tram” in celebration of the World Music Day on 21 June. The event is also a prelude to an array of activities to celebrate Hong Kong Tramways’ 110th anniversary.

“Music on the Tram” features a special musical tram which will be transformed into a moving auditorium running between Sheung Wan and Causeway Bay from 10am to 10pm on 21 June (Saturday). More than 20 local bands and groups of musicians will present a variety of live music aboard the tram. Everyone can hop on the tram to enjoy this musical feast on wheels for free! Two tram stop locations are Western Market Terminus and Causeway Bay Terminus.

“We are delighted to bring this exciting mobile concert to the city!” said Emmanuel Vivant, Managing Director of Hong Kong Tramways. “Hong Kong Tramways has been thriving over the past 110 years and is committed to making Hong Kong a better place to live in. Aside from providing safe, quality and environmentally sustainable tram rides, we also have a long-standing involvement in promoting arts and preserving local cultural heritage. For example, our ARTram Shelters are designed to showcase the works of local artists and to encourage the enjoyment of arts among general public. “Music on the Tram” presented in association with Alliance Française de Hong Kong is another ‘out-of-the-box’ initiative that we hope the public would find to be an unexpected surprise and fun, and a chance to take a break from the pressure of city life.”

World Music Day, which originated in France in 1982, is held annually in the country on 21 June. With free music concerts everywhere, the event pays a tribute to the music on this special day which celebrates the summer solstice. The long daylight on the day is combined with unending music everywhere.

“It is one of very popular festivals in France. We hope to introduce it to people in Hong Kong, with a view to creating a vibrant artistic atmosphere throughout the city on that day.,” said Stéphane Joly, Director of Alliance Française de Hong Kong. “We hope everyone who comes aboard, and even people in the streets will enjoy this very special musical tram ride!”

Kung Music Workshop, founded by composer, performer and music activist Kung Chi Shing, was invited to curate the musical programme. 'We have a wonderful mix of talented young musicians of diverse musical styles,' says Mr Kung, 'from city folk to jazz, Chinese traditional to experimental, aimed at showcasing Hong Kong as a dynamic and energetic city. Among the performers are Jing Wong, Lil' ashes and New Youth Baber Shop to name just a few. Our goal is always to bring live music into the streets of Hong Kong, so we are pleased to support Music on the Tram—it's like a 'moving soundtrack' bringing live music to the city throughout the entire day.'

For more about the Hong Kong Tramways 110th Anniversary Celebration, please visit www.hktramways.com

Photo Opportunity for Reporters and Photographers

You and your photographer are cordially invited to the **Music On The Tram Launch**.

- Date & Time** 2.30pm, Saturday, 21 June 2014 (Tram will depart at 2.30pm sharp)
Media Registration at 2.15pm
- Venue** Causeway Bay Terminus, Yee Wo Street, Causeway Bay, Hong Kong
(near Regal Hong Kong Hotel)
- Guests** **Mr. Emmanuel Vivant**, Managing Director, HKT
Mr. Stéphane Joly, Director of Alliance Française de Hong Kong
Mr. Kung Chi Shing, Director of Kung Music Workshop
- Performances** Live music performance by Jing Wong and New Youth Baber Shop

Reply Slip

Name : _____ Organization: _____
No. of people attending: _____
Contact Tel : _____ Email : _____

Please tick "✓" and return this slip by email to info@savitloud.com.hk by Wednesday, 18 June 2014

- Yes, I will attend the **Music on The Tram Launch**
- Sorry, I will not be able to attend, but please send me more information

For further information and interview requests, please contact:

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