



For immediate release

**Annual *SummerFest* at the Central Harbourfront
in July and August
Featuring *XXL Playground* and 24 Large-Scale Events
- All Free Admission-**

(Hong Kong, June 24, 2018) Initiated by Central Venue Management (CVM), the exclusive operator and manager of the Central Harbourfront Event Space, the 2018 *SummerFest* will take place from July 7th to August 26th at the Central Harbourfront. Visitors can play and participate in an array of exciting programmes, all with free admission, in the largest outdoor, open-aired event space in the Territory with awesome harbour views.

During the 51-day *SummerFest*, *XXL Playground* will be strewn with a series of giant inflatables that integrate both sports and fun games, plus the art installations and playground facilities from *illuminate!*, transforming the Central Harbourfront into a pop-up play zone. Moreover, the organiser CVM will join hands with a total of 16 community organisations to present 24 large scale events combining elements of music, dance, culture, art, sports, entertainment, family fun and designer product markets for a relaxing and delightful summer diversion. All programme are free of charge and everyone is welcome to join in.

Michelle Lee, marketing director of CVM, says: "For years, *SummerFest* has been widely recognised as an iconic summer event in Hong Kong. As the operator of this unique event space located in the heart of Hong Kong's urban hub, we continue to collaborate with many long-term partners as well as a host of community organisations joining *SummerFest* for the first time, to present a diverse range of activities infused with new ideas."

Thrill to Giant Sports Games at *XXL Playground*

The new *XXL Playground* will highlight five giant, dynamic inflatable games, including: *Twist Your Body*, *Attack on Bowling*, *Kick Shot*, *Dart Ball Hero* and *BasketTall* which welcome adults and kids to play together. Moreover, the popular interactive art installations, the pinwheel garden, and the classic local playground facilities adorned with vivid lighting effects from the outdoor park *illuminate!* will be re-staged. *illuminate!* was previously launched in May and was well received, attracting a record attendance of more than 30,000 visitors.



Host 24 Free Admitted Activities in 51 Days

A total of 24 events will be hosted at the 2018 SummerFest spanning July to August. Among many new programmes, the highlights include: *Island Scout Golden Jubilee Tattoo @SummerFest* and *Island Scout Golden Jubilee Day @SummerFest* co-organised with Scout Association of Hong Kong - Hong Kong Island District; *Food Carnival 2018 @SummerFest* co-organised with FOOD-CO of St. James' Settlement; *Wish Carnival @SummerFest* co-organised with the Make-a-Wish Foundation; *Nothing But Net Cup @SummerFest* co-organised with Principle Chan Free Tutorial World; *HOHCS Balance Bike Charity Carnival @SummerFest* and *HOHCS Golden Classics Charity Show @SummerFest* co-organised with Haven of Hope Christian Service, and many others. Moreover, CVM will present a special event *Picnic with the Orchestra @Central Harbourfront* in late July.

Many of last year's popular activities will be back too, such as: *World Helicopter Day (Hong Kong) 2018 @SummerFest* co-organised with the Hong Kong Aviation Club Foundation; *Think of a Market @SummerFest*, and *The Stars Show @SummerFest* co-organised with Think of a Style (HK); 3-day *Crossfire Carnival @SummerFest* co-organised with Crossfire Archery; and *Pure Playground @SummerFest* co-organised with Pure International, and more.

Facebook : <https://www.facebook.com/CentralHarbourfrontSummerFest/>

Website : <https://www.summerfest-centralharbourfront.hk/>

Photo download :

https://drive.google.com/drive/folders/1kW0e4AE4yByW6r2o2PNEXypnndd_Uz4VB?usp=sharing

--END--

About Central Venue Management (CVM)

Appointed by the Government through an open tender in 2014 and again in 2016, CVM is the exclusive operator and manager of the Central Harbourfront Event Space (CHES), the premier location showcasing Hong Kong's iconic skyline and harbour. Attracting thousands of visitors and international media, the CHES has housed many events, including *AIA Carnival*, *Lai Yuen Super Summer 2015*, *Clockenflap*, *FIA Formula E Hong Kong ePrix*, *Dragonland Music Festival*, and many others.

For media enquiries, please contact:

MediaMix Limited

David Tel : 6626 5762 Email : david@mediamixlimited.com

Ruby Tel : 6052 7287 Email : ruby@mediamixlimited.com