The Major Sports Events Committee (MSEC) today (March 30) launched the "M" Mark events website to further promote the recognition of "M" Mark events.

The Chairman of the MSEC, Mr Herman Hu, said: "The staging of major sports events contributes to a sustainable sporting culture, fosters a sense of pride and social cohesion, and brings tangible economic benefits to our community.

"With a view to enhancing public understanding of the 'M' Mark System, as well as encouraging people to watch and support major sports events held in Hong Kong, the MSEC has launched the 'M' Mark events website. We hope that various sectors of the community will continue to publicise these 'M' Mark events to reinforce Hong Kong’s status as Asia’s sports events capital," he said.

In order to help nurture more sustainable major sports events, the MSEC launched the "M" Mark System and Support Packages (the "M" Mark System) in November 2004. "M" Mark status is awarded to recognised major sports events, and a package of tailor-made support measures is provided to meet the needs of event organisers, and to help them develop regular, market-oriented and self-supporting events.

Apart from introducing the "M" Mark events themselves, the website also features an event calendar, video highlights of events and hyperlinks to the sports-themed TV series "The Glamour of Sport".

The public is welcome to visit the "M" Mark events website at (www.mevents.org.hk).

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