



新聞稿

Press Release

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MTR 45th Anniversary Brand Campaign Evokes Collective Memories A Series of Celebrations to be Launched to Connect with the Public

MTR Corporation launches its latest 45th anniversary brand campaign today (20 August 2024), with singer Hins Cheung's re-interpretation of a classic Cantonese song, along with memorable Hong Kong movie scenes from different eras, allowing passengers to relish the precious collective memories of 45 years of togetherness and growth between the stations, the railway and the community.

To celebrate the 45th anniversary of the commencement of metro service in Hong Kong, the Corporation has launched a number of events since the beginning of this year. Together with our passengers, we relish the development of railway and the community with railway as its core over the years. The railway has become an important infrastructure for Hong Kong's development and bridges various networks among people. The "Station Rail Voyage" Exhibition and "Railscape Reminiscence" Photo Exhibition at Entrance/Exit J of Central Station present a contrast between the old and new. The Corporation has also organised the "Green T Baby Fun Day", and "MTR Volunteering Month" to celebrate the special occasion with the public.

The re-interpreted version by singer Hins Cheung of a classic Cantonese song features a more light-hearted rhythm as he experiences classic Hong Kong cinematic moments. These include the encounter of Maggie Cheung and Leslie Cheung in a train compartment in "Behind the Yellow Line" in 1980s, the bickering of George Lam and Dodo Cheng in a station in "Heart to Hearts", Charlene Choi's pursuit of a dream in "Diva, Ah Hey", and also the scenes of the Light Rail in "Beyond the Dream", affirming MTR's close connection to the daily lives of Hong Kong citizens as well as its growth with Hong Kong.

"MTR has been growing with Hong Kong over the decades, connecting people and building communities alongside the railway to keep cities moving. Through the launch of a series of 45th anniversary celebrations, MTR revisits the development and milestones of Hong Kong's railway, as well as the memories created in the MTR network with the public. MTR will continue to seek enhancements and move with the time in the future to bring efficient, high-quality and caring services to the citizens," said Dr Jacob Kam, Chief Executive Officer of MTR Corporation.

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In the coming months, the Corporation will organise more activities in various forms to celebrate with the public, including a time-limited 45th Anniversary Themed Train to be launched later this week, a Lucky Draw on MTR Mobile, as well as a series of special events for the public to share the joy and give back to the community. More details will be announced in due course.

MTR 45th Anniversary Thematic Video Link:

https://www.youtube.com/watch?v=fhor_EsbKx8&t

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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

Photo Caption:

1. MTR Corporation launches its latest 45th anniversary brand campaign with singer Hins Cheung's re-interpretation of a classic Cantonese song, presents several classic Hong Kong cinematic moments with MTR stations as the background.

