

**Media Release**  
**CA09/2024**

For Immediate Release

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**Breaking News! Doraemon appears next to the Big Buddha!**  
**Near 1,500 students & volunteers formed a “Human Mosaic”**  
**100% DORAEMON & FRIENDS @Ngong Ping 360 kicks off next week**  
**Guests with round trip cable car tickets can redeem Doraemon**  
**exclusive souvenirs by donating HK\$50 to charity**



(Hong Kong – June 7, 2024) Breaking news! Doraemon made a surprise appearance at Ngong Ping yesterday! Upon closer inspection, it wasn't actually Doraemon himself, but rather a group of near 1,500 students and volunteers from Fukien Secondary School Affiliated School, Po Leung Kuk Lam Man Chan English Primary School, Buddhist Lim Kim Tian Memorial Primary School, Tung Chung Catholic School, and the Neighbourhood Advice-Action Council (NAAC). They dressed up in white, blue, yellow, red and black outfits and caps of Doraemon's

theme colors, and lined up to form Doraemon's adorable face. The assembled Doraemon figure showcased the gadget appearing for the first time, the "100% Friends-Calling Bell ", representing it was being summoned to Ngong Ping 360 by the gadget to present the **"100% DORAEMON & FRIENDS @Ngong Ping 360"** starting next Friday (June 14) to September 1, 2024.

**Guests with round trip cable car tickets can redeem Doraemon exclusive souvenirs by donating HK\$50 to charity**



To enhance the excitement of **"100% DORAEMON & FRIENDS @Ngong Ping 360"**, Ngong Ping 360 is delighted to announce the charity **"100% Friends-Calling Bell" Adventure Package**, aimed at raising funds for NAAC. Starting from 10 am on June 15, guests with on-day round trip cable car tickets can redeem a mission card to participate in the "100% Friends-Calling Bell" Adventure, an exclusive Dorayaki headband and a Doraemon bell-shaped crossbody bag, by donating HK\$50 to NAAC at Tung Chung Terminal Ticketing Hall. This package is limited to only 500 sets, available on a first-come, first-served basis while stocks last. With a heart as kind as Doraemon's, you definitely cannot miss it!

**Mr. James Tung, the Managing Director of Ngong Ping 360** says, "Organizing this flash mob was no easy task, given the large number of participants involved.

Organizing transportation from the schools and ensuring they were in the right positions to create the perfect picture were just a few of the challenges. We are also grateful for the participation of the students, the school teachers and volunteers from NAAC, whose contributions were instrumental in making the flash mob a resounding success. Ngong Ping 360 hopes that "100% DORAEMON & FRIENDS @ Ngong Ping 360" and the "100% Friends-Calling Bell" Adventure Package will spread love and inject positivity into our city, leaving everyone with a warm and uplifting experience."

Mr. Tung adds, "In addition to the flash mob, visiting students also took the opportunity to visit the Ngong Ping Village, the Big Buddha and the Wisdom Path. Some schools also grabbed the chance to visit the Cable Car Discovery Centre to learn more about cable cars, adding extra meaning to the trip."

**Mr. SK Lam, Founder of AllRightReserved** says, "This special exhibition introduces a gadget appearing for the first time, the '100% Friends-Calling Bell', which summons all kinds of friends to gather together. This time it has 'summoned' Ngong Ping 360 to bring surprises to everyone. We hope that through this collaboration, Doraemon can enter different communities, including tourist attractions. The content of this exhibition is unprecedented. The flash mob activity this morning specially used the Doraemon head from the exhibition logo, symbolizing summoning Ngong Ping 360 through the gadget. Let Doraemon accompany everyone at the Ngong Ping attractions and have a wonderful time. This collaboration aims to embody the exhibition's theme of 'Summons Friends In An Instant', as if Doraemon is using the 'Friends-Calling Bell' to call on friends to meet at the '100% DORAEMON & FRIENDS" Tour (Hong Kong) on the Avenues of Stars on July 13, while also summoning everyone to visit Ngong Ping 360, which we believe will attract many citizens and tourists."

**Ms. Elina Fung, the Executive Director of NAAC** says, "We are delighted to take part in another flash mob with Ngong Ping 360, following last year's 'Double Ducks @Ngong Ping 360'. Ngong Ping 360 always manages to attract attention from the public through unexpected activities, thereby bringing awareness to our organization's work. Doraemon is a good friend who always comes to aid when Nobita is in need. We hope to spread the spirit of love and remind everyone to care for those around them through this universally recognized character."

Ngong Ping 360 is thrilled to fully support and sponsor the creative brand AllRightsReserved (ARR) in hosting the world's largest Doraemon exhibition, "100%

Doraemon & FRIENDS" exhibition (Hong Kong). The excitement kicks off from **June 14 to September 1, 2024**, with **"100% DORAEMON & FRIENDS @ Ngong Ping 360"**, where this grand event has garnered support from the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region and the Hong Kong Tourism Board. Additionally, it has been proudly featured in Hong Kong's major events calendar for the latter half of the year. Please stay tuned to the official website for more details on **100% DORAEMON & FRIENDS @ Ngong Ping 360**.

- End -

**Appendix:**

<b>"100% Friends-Calling Bell" Adventure Package</b>	
Redeem Time and Date :	From 10 am on June 15 (Limited to 500 sets. Each valid on-day round trip cable car ticket is limited to one set of redemption. Available on a first-come, first-served basis while stocks last.)
Package Redemption Location :	Tung Chung Cable Car Terminal Ticketing Hall
Details :	Starting from 10 am on June 15, guests with valid on-day round-trip cable car tickets can redeem a "100% Friends-Calling Bell" Adventure Package at the Tung Chung Cable Car Terminal Ticketing Hall by donating HK\$50 to NAAC. The package includes a mission card and an event-exclusive Dorayaki headband. Guests can begin their adventure and search for the "100% Friends-Calling Bell" at Ngong Ping Village using the mission card. Upon completion, guests can redeem a Doraemon bell-shaped crossbody bag at the Holidays 360 Information Center.

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**Photos:**

1. Near 1,500 students and volunteers from Fukien Secondary School Affiliated School, Po Leung Kuk Lam Man Chan English Primary School, Buddhist Lim Kim Tian Memorial Primary School, Tung Chung Catholic School, and the Neighbourhood Advice-Action Council dressed up in outfits and caps of Doraemon's theme colors, lined up to form Doraemon's face.





6.14 登陸

昂GONG  
坪PING 360



7.13 起星光大道見!





2. (From left) Mr. Ng Wing Hung, Principal of Buddhist Lim Kim Tian Memorial Primary School with student representative; Mrs. Eva Charisa Hsu, Principal of



Fukien Secondary School Affiliated School with student representative; Ms. Elina Fung, the Executive Director of the Neighbourhood Advice-Action Council with kid with kid representative; Mr. James Tung, the Managing Director of Ngong Ping 360; Ms. Man Sze Wing Jessica, MH, Principal of Po Leung Kuk Lam Man Chan English Primary School with student representative; and Ms. Chan Siu Yin, Vice-principal of Tung Chung Catholic School with student representative.



3. Starting from 10 am on June 15, guests with on-day round trip cable car tickets can redeem a mission card to participate in the "100% Friends-Calling Bell" Adventure, an exclusive Dorayaki headband and a Doraemon bell-shaped crossbody bag, by donating HK\$50 to NAAC at Tung Chung Terminal Ticketing Hall.



4. In addition to the flash mob, visiting students also took the opportunity to take

the cable car, and visit spots such as the Big Buddha and the Wisdom Path. Some schools also grabbed the chance to visit the Cable Car Discovery Centre to learn more about cable cars.





### **About Ngong Ping 360**

As an important tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers an exciting opportunity for guests to experience a unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping. The Ngong Ping Cable Car is a rare example of a bi-cable gondola circulating lift system, and is the longest aerial cable car system of its kind in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay and the Hong Kong International Airport.

Ngong Ping Cable Car experience and itinerary of Tai O culture tour, along with the Big Buddha and Po Lin Monastery, ranked second in the "Top 10 experiences in Asia" category of the Travellers' Choice Awards for Experiences announced by the world-renowned travel website TripAdvisor in 2018. Meanwhile, it is also one of the "Top 25 experiences in the World", ranked by TripAdvisor. In the same year, Ngong Ping 360 also received the "Certificate of Excellence 2018" presented by TripAdvisor. In 2017, the Company was recognised as one of "The world's 10 best cable cars" by USA Today. Besides, it was also selected as amongst "10 of the world's best cable car rides" by CNN.com in the USA in 2015. In 2014, Ngong Ping 360 received the CILT Award 2013 – Enterprise Award presented by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). It was also selected as one of the "Cable cars: 10 amazing rides around the world" by The Daily Telegraph in the UK.

## **About AllRightsReserved**

Founded in 2003, AllRightsReserved (ARR) is a creative brand consistently reaching out to wherever creativity occurs. Being a vanguard of the art and creative scene, ARR pushes the boundaries of art and challenges the confines of the medium.

World-renowned artist KAWS has been an important partner of ARR for over a decade. Shortly after the inception of the joint forces in 2010, the duo quickly generated tremendous excitement & earned worldwide acclaim owing to beyond creativity & expectation. The ongoing world tour of KAWS:HOLIDAY has also been touring through Seoul, Hong Kong, Tokyo, Bristol, Singapore, Changbai Mountain, Melbourne, and even Outer Space.

Over the years, ARR has embellished public landscapes by curating various projects ranging from art installations, art projects, and exhibitions to partnering with a mélange of leading collaborators and artists from diverse backgrounds - From the cities' most recognisable exhibition with Yayoi Kusama "DOTS OBSESSION - SOUL OF PUMPKIN" in 2007, to four permanent colossal outdoor installations in China; From global art exhibitions with contemporary artists Yusuke Hanai, Joan Cornellà in Shanghai and Japan to Yu Nagaba and Verdy in Hong Kong; From large-scale immersive art projects of "Rubber Duck Project - HK Tour," "1600+ Pandas World Tour" to "Light Rose Garden HK." From luxury automobile maker Rolls Royce to international IP, Netflix, Doraemon & Snoopy. ARR continues to articulate artists' stories in a never-ending continuum of creativity.

ARR offers a forward hybrid e-commerce and tangible marketplace experience to its consumers, DDT Store, positioning the creative brand as the pre-eminent contemporary art destination. DDT Store offers extraordinary pieces of pristine quality, from edition work in prints & sculpture forms to unique art pieces with meticulous detailing. It presents the results of meticulously studied collaborations, bringing to every art lover's home a slice of the energy and vibrancy fuelling creative lifestyles everywhere.

ARR constantly explores the definition of art and remains committed to fostering the work. In honor of ARR's 20th Anniversary, "Beyond Creatorhood," a range of exclusive collaborations partnering up with long-time artists and friends will be rolled out, marking the 20-year journey of creation.

Website: [allrights-reserved.com](http://allrights-reserved.com)

Facebook: [facebook.com/ARR.allrightsreserved/](https://facebook.com/ARR.allrightsreserved/)

Instagram: [@ARR.AllRightsReserved](https://www.instagram.com/ARR.AllRightsReserved)

Twitter: [@ARR\\_ltd](https://twitter.com/ARR_ltd)

Weibo: [weibo.com/allrightsreserved](http://weibo.com/allrightsreserved)

Wechat: AllRightsReserved

Red: AllRightsReserve

### **About The Neighbourhood Advice-Action Council**

The Neighbourhood Advice-Action Council (NAAC) was founded in 1968. Being a registered Non-Governmental Organization (NGO), we strive to serve the underprivileged groups in the society, offering them the most appropriate services enhancing sense of competence for individual or family; bridging social resources to promote a caring community. Our targets include infant & child, adolescent & youth, elderly, disability people and low-income family. We also provide education, health care, social enterprise and mainland services. The NAAC currently operates 81 service units throughout the territory.

According to the annual subventions Social Welfare Department for 2022 to 2023, NAAC is one of the top ten largest registered non-government organizations (NGO) in Hong Kong. We served more than 2.34 million person-times last year.

If you would like to learn more about The NAAC, please browse and follow:

Website: <https://www.naac.org.hk/>

Facebook: <https://www.facebook.com/naac1968/>

**This press release was distributed by Above The Line on behalf of Ngong Ping 360.  
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