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“100% DORAEMON & FRIENDS@Ngong Ping 360”
Time-limited “100% DORAEMON” Cable Car
Exclusive Packages Donate to Charity and Spread Love to Society
Quarterly Pass Alongside a Series of Exciting Events
Give a Strong Boost to Local Tourism Industry



(Hong Kong – June 13, 2024) Ngong Ping 360 fully supports and sponsors the creative brand AllRightsReserved (ARR) in organizing one of the world's largest Doraemon exhibition, "100% Doraemon & FRIENDS" exhibition (Hong Kong). Last week, Ngong Ping 360 hosted the flash mob featuring a Doraemon “human mosaic” composed of 1,500 persons. This is followed by the **“100% DORAEMON & FRIENDS @Ngong Ping 360”** from **June 14 to September 1, 2024**. Call

on your friends with the “100% Friends-Calling Bell” and meet Doraemon at Ngong Ping 360!

This grand exhibition is supported by the Culture, Sports and Tourism Bureau of the HKSAR and the Hong Kong Tourism Board. It is also featured in Hong Kong's major events calendar of the second half year.

A Series of Crafted Programmes and Installations Inject Momentum into the Local Tourism Industry



Today, **Mr. James Tung, Managing Director of Ngong Ping 360**, **Mr. SK Lam, Founder of AllRightsReserved**, **Mr. Perry Yiu, MH, JP, Member of the Legislative Council**, **Ms. Phyonne Wong, General Manager of Travel Industry Council of Hong Kong**, **Mr. Felix Chan, General Manager, Business Development of Hong Kong Tourism Board**, **Ms. Elina Fung, Executive Director of the Neighbourhood Advice-Action Council (NAAC)**, and **Mr. Terence Lam, Singer-songwriter**, attended the opening ceremony to kick start **“100% DORAEMON & FRIENDS@Ngong Ping 360”**.

During the opening ceremony, Mr. Tung and Mr. Lam introduced the event's concept and the collaboration opportunity, following last year's “Double Ducks@Ngong Ping 360”. They expressed their shared hope that **“100% DORAEMON & FRIENDS@Ngong Ping 360”** would continue boost and invigorate the local tourism industry throughout the summer with a range of exciting activities and captivating installations. They also hope to spread love and positivity through the beloved character Doraemon.

Mr. James Tung, the Managing Director of Ngong Ping 360 confidently expresses his belief in this inaugural major project since assuming office. He says, “Doraemon is a classic manga and anime character who is beloved across generations. His manga and anime series have been

distributed across dozens of countries and still remain popular today. This summer, Ngong Ping 360 has crafted a series of exciting activities and installations through '100% DORAEMON & FRIENDS@Ngong Ping 360'. These include a giant gashapon machine and Gian's singing scene installation, bringing Doraemon's world to Ngong Ping 360, while incorporating new elements. We aim not only to captivate with local guests, but also attract overseas fans, making every effort to promote Hong Kong as the city of mega events."

Mr. Tung adds that Ngong Ping 360 is exerting great efforts to promote the event overseas. He says, " Ngong Ping 360 combines natural landscapes, local tourism resources, and religious and cultural heritage, which allow us to seamlessly integrates Doraemon's world with the local culture. In order to increase the awareness of international travelers on this event, Ngong Ping 360 has strengthened its promotion in Mainland China and Southeast Asia. For example, we have partnered with major shopping malls in the Greater Bay Area to launch joint promotional activities. We have also conducted briefing sessions with our tourism partners in the Philippines, introducing them to the event, allowing more people to experience the charm of Hong Kong."

Mr. SK Lam, Founder of AllRightsReserved is delighted to join hands with Ngong Ping 360 to host another major tourism event in Hong Kong. Mr. Lam says, "This special exhibition introduces a new and unique gadget, the '100% Friends-Calling Bell', which summons friends from all walks of life to gather together. This time, we have 'summoned' it at Ngong Ping 360 to bring surprises for everyone. Through this collaboration, we hope to bring Doraemon into different communities, including tourist attractions. Many of the planned activities for this event are unprecedented. '100% Doraemon & FRIENDS@Ngong Ping 360' is one of the highlighted exhibitions, and today, we unveil the installation, the '100% Friends-Calling Bell', symbolizing the summoning of friends to Ngong Ping 360. Let Doraemon accompany everyone at Ngong Ping 360 and create beautiful memories together. The 'Gian Recital World Tour' is an original animated content in the charged exhibition area in July, and today, it takes a leap from the venue to land at Ngong Ping 360. This collaboration aims to embody the exhibition's theme of 'Good friends are always there in your heart', as if Doraemon is using the 'Friends-Calling Bell' to summon friends to the '100% Doraemon & FRIENDS Tour Exhibition' on the Star Avenue on July 13, while also summoning everyone to visit Ngong Ping 360. We believe this will attract many locals and tourists to come and visit."

Unlock Exciting Activities Anytime with 360 Quarterly Pass

Ngong Ping 360 is introducing the **360 Quarterly Pass**, allowing guests to enjoy unlimited cable car rides on standard cabins until November 30, 2024. Guests who purchase the pass will also receive one "100% Friends-Calling Bell" giant gashapon machine token and a chance to snap a photo with the "100% DORAEMON" Instant Photo Frames. The 360 Quarterly Pass is priced at HK\$360, with a 15% discount for purchasing three or more passes.

Charitable "100% Friends-Calling Bell" Adventure Package
Guests with Specific Tickets can Redeem Exclusive Souvenirs by Donating HK\$50 to Charity



Ngong Ping 360 has always been committed to caring for the community, and is once again collaborating with the non-profit charity organization, the **Neighbourhood Advice-Action Council (NAAC)**, to introduce the charitable **"100% Friends-Calling Bell" Adventure Package**. Starting from 10 am on June 15, guests with on-day round trip cable car tickets, annual pass or quarterly pass 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 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!

Time-limited "100% DORAEMON" Cable Car Makes a Magical Debut



The time-limited **"100% DORAEMON" Cable Car** has been adorned in the iconic blue of the robotic cat, accompanied by the enchanting "100% Friends-Calling Bell," inviting friends to party at Ngong Ping Village! Keep an eye out for the cable car* filled with 31 Doraemon figures, each displaying a unique expression, and don't forget to greet them during your journey! Alternatively, you can get up close to the robotic cats by boarding the "100% DORAEMON" themed cable car for guests, which has been transformed from the Crystal cabins. As you enter through the pink "Anywhere Door" cable car door, you'll embark on a remarkable journey with Doraemon by your side, surrounded by breathtaking mountain and sea views.

**The fully wrapped themed cable car does not carry passengers.*

Discover the Giant Gashapon Machine and Doraemon's Gadgets in Ngong Ping Village



The gadget appearing for the first time, the **"100% Friends-Calling Bell"** has been magnified to the height of 2.5 meters at Stupa Square. Take a moment to capture a photo in front of this gadget alongside Doraemon in six different variations and the gadget "Anywhere Door". Inside the giant **"100% Friends-Calling Bell"** lies a world of surprises - it is in fact a giant gashapon machine! Engage in a simple mission to partake in the Giant Gashapon Machine game, and win stationery featuring "Anywhere Door", "Time Cloth" and "Memory Bread", as well as other Ngong Ping 360 exquisite items.

Ngong Ping Exclusively Brings Gian's Iconic Singing Scene to Life



The highly anticipated **"Gian Recital World Tour"** installation will be exclusively showcased in Ngong Ping Village. This installation presents the iconic open space where the main characters often gather after school. Additionally, starting from July 13, you can encounter 10 life-sized 1:1 Doraemon sculptures dressed in movie-themed costumes scattered throughout Ngong Ping Village. Don't miss the opportunity to capture memorable moments with these unique sculptures, available only in Hong Kong!

"100% DORAEMON" Instant Photo Frames Capture the Precious Moments with Friends



Want to capture more photos with a Doraemon theme? Why not visit the 360 Holiday Center and take instant photos with the **"100% DORAEMON" Instant Photo Frames**? Pose with the fun

props inside and capture precious moments with your loved ones. To avail this opportunity, simply present your on-day cable car ticket, make a minimum purchase of HK\$100 at Ngong Ping Village, and like and follow Ngong Ping 360's social media pages. You will then be eligible to take an instant photo once with the exclusive Doraemon frame. Please note that the quantity of frames is limited daily, and it will be on a first-come, first-served basis.

Event Details:

"100% DORAEMON & FRIENDS@Ngong Ping 360"	
Date:	June 14 to September 1, 2024
Time:	10am to 6pm
Venue:	Ngong Ping Village

360 Quarterly Pass	
Purchase Date :	June 14 to July 31, 2024
Valid Date :	June 14 to November 30, 2024
How to Purchase :	Official website of NP360 or ticketing counter of cable car terminals
Details :	Guests with 360 Quarterly Pass can enjoy unlimited cable car rides on standard cabins until November 30, 2024 and will also receive one "100% Friends-Calling Bell" giant gashapon machine token and a chance to snap an instant photo with the "100% DORAEMON" Instant Photo Frames. The 360 Quarterly Pass is priced at HK\$360, with an 15% discount for purchasing three or more passes.

"100% Friends-Calling Bell" Adventure Package	
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	Tung Chung Cable Car Terminal Ticketing Hall

Location :	
Details :	Starting from 10 am on June 15, guests with valid on-day round-trip cable car tickets, 360 Annual Pass or 360 Quarterly Pass 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.

"100% DORAEMON" Cable Car	
Date :	June 14 to September 1, 2024
Time :	10am to 6pm
Details :	The "100% DORAEMON" Cable Car will travel to and from Tung Chung and Ngong Ping. Themed cable cars are limited in numbers and will appear randomly. The fully wrapped themed cable car will not carry any passengers. The actual cable car opening hours may differ. Please refer to the announcement on the official website for more details.

"100% Friends-Calling Bell" Giant Gashapon Machine	
Game Period :	June 15 to September 1, 2024 (Saturday, Sunday and public holidays)
Time :	10am to 6pm
Location :	Stupa Square, Ngong Ping Village
Details :	Guests with on-day cable car ticket can win stationery featuring "Anywhere Door", "Time Cloth" and "Memory Bread", as well as other Ngong Ping 360 exquisite items, by posting a photo of the "100% Friends-Calling Bell" Giant Gashapon Machine on social media alongside the hashtag #NP360, and follow Ngong Ping 360's social media platforms. Quantities limited daily and available on a first-come-first-served basis. Trade Promotion Competition Licence No.: 58714

"Gian Recital World Tour" installation

Date :	June 14 to September 1, 2024
Time :	10am to 6pm
Location :	Bodhi Tree, Ngong Ping Village
Details :	Gian step onto the stage at Ngong Ping Village to host his mini concert.

Doraemon 1:1 Life-sized Sculptures

Date :	July 13 to August 11, 2024
Time :	10am to 6pm
Location :	Ngong Ping Village
Details :	10 life-sized Doraemon sculptures in various costumes will be scattered throughout Ngong Ping Village to accompany you along the way!

"100% DORAEMON" Instant Photo Frames

Date :	June 14 to September 1, 2024
Time :	11am to 5pm
Location :	Holiday 360 Information Center
Details :	With an on-day cable car ticket, a minimum spending of HKD\$100, and following Ngong Ping 360's social media platforms, guests can take an instant photo once with the exclusive Doraemon photo frame. Sales receipts from Ngong Ping kiosks are not accepted, and each receipt can only be used for one instant photo. The quantities of "100% DORAEMON" Instant Photo Frames are limited and available on a first-come-first-served basis.

Photos:

“100% DORAEMON & FRIENDS@Ngong Ping 360” kicks off at Ngong Ping Village.



(From left) Ms. Elina Fung, Executive Director of NAAC, Mr. Terence Lam, Singer-songwriter, Mr. SK Lam, Founder of AllRightsReserved, Mr. James Tung, Managing Director of Ngong Ping 360, Mr. Perry Yiu, MH, JP, Member of the Legislative Council, Ms. Phyonne Wong, General Manager of Travel Industry Council of Hong Kong, and Mr. Felix Chan, General Manager, Business Development of Hong Kong Tourism Board.

"100% DORAEMON" Cable Car



Fully wrapped version



Guests version

"100% Friends-Calling Bell" Giant Gashapon Machine



"100% Friends-Calling Bell" Giant Gashapon Machine



Stationery featuring "Anywhere Door", "Time Cloth" and "Memory Bread"

"Gian Recital World Tour" installation



"100% Friends-Calling Bell" Adventure package



Guests can begin their adventure and search for the "100% Friends-Calling Bell" at Ngong Ping Village using the mission card.



Exclusive Dorayaki headband and Doraemon bell-shaped crossbody bag

“100% DORAEMON” Instant Photo Frames



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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 “100 Years Before the Birth of Doraemon”, “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

Facebook: 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

Wechat: AllRightsReserved

Red: AllRightsReserved

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 is distributed by Above The Line on behalf of Ngong Ping 360.

For further media enquiries, please contact:

Ashlee Chung Tel : 3563 8910 / 5174 0485 Email : ashleechung@abovetheline.com.hk

Kristy Yu Tel : 3563 7715 / 5630 3011 Email : kristyyu@abovetheline.com.hk