



To: Editor of Feature Division

Press Release
For Immediate Release

Cyberport Weekend Market Returns with Refreshing Green Family Entertainment & Leisure Delights

Vivid Crowd of Happy Faces Enjoyed a Playful Day with Organic Farming, Arts and Music

(Hong Kong: 28 September 2012) The much anticipated Cyberport Weekend Market has returned to the lush green lawn of Cyberport in September to offer new experience in green family entertainment! The Weekend Market kicked off on 22-23 September, which saw a significant growth of visitors from last year due to overwhelming public support. The monthly Weekend Market carves a green lifestyle for everyone – a more exciting alternative to strolling around run-of-the-mill shopping malls elsewhere in the city. The coming weekend market will be held on 6-7 October, with more organic products and a new special kids' fashion show on Sunday.

Over 40 unique bazaar booths will be featured at the market offering an extensive range of goods from exotic handicrafts to locally designed creative gadgets. What makes the bazaar more special this year is the infusion of a fine array of organic vegetables and green products. Visitors can enjoy a day's shopping spree for quality organic products like garden fresh produce, organic French wine, handmade skin care and bath products, quality US beef, home wares and kids' wear, charming arts and handicraft items, aesthetic designer apparels, unique accessories and interesting goodies – all you can shop in one place.

Inspired by the rooftop farming concept from *Project GROW*, Cyberport partnered with the project host Film Culture Centre and introduced urban farming as highlight of the Weekend Market. At the Parent-child Farming session, families can grow their own fruits or vegetables in little crop boxes at the outdoor with expert advice, and harvest the organically-grown food in three months' time. Besides having good family fun, the activity allows families to gain basic know-how of organic agricultural practices, which is also a lively lesson for kids to learn and treasure the mother nature.

Music, movies and arts are also integral parts of the bazaar that bring about cultural dimensions to the weekend leisure. The Open Stage for Youth provides a free platform for aspiring young performers to showcase their talents. Simply bring your own music instruments and sign up for a spot right there and then! *Wholala*, a popular amateur group of local bands with a mission to promote local cultural performances, will also join the open-air live music on stage. To encourage creativity and participation in arts, Kreative Studio's *Little Super Star* Singing Contest and performance, as well as the Creative Upcycling Workshop by reusing discarded items, are the two not-to-be-missed fun programmes that children will love to be a part of.

After so much shopping and actions, what better things to do than to sit back and relax in bean bag sofas on the comfortable green lawn, and enjoy a great family movie or cartoon of the day? The one and the only outdoor cinema in Hong Kong will offer all-time favorite film screenings such as *Street Dance 3D*, *Furry Vengeance* – no tickets required!

"It is the second year of Cyberport Weekend Market after its success since last year with over 40,000 visitors. The event has become a specialty of the Island South and a popular weekend amusement for Hong Kong. We keep up the creativity to enrich event programmes so that visitors can better enjoy the space here," says Mark Clift, Chief Operating Officer of Cyberport. "When we were conceiving the theme this year, we understood people are more conscious about the planet and pursuing green lifestyles. We therefore bring organic farming closer to our visitors with a green and healthy experience."

The founder of *Project GROW* Chang Wen says, "We are thrilled to collaborate with Cyberport in this fun yet meaningful event. With such a desirable landscape at Cyberport, it is a good idea to combine hobby farming with film and music to help city dwellers relieve stress through a quality weekend."

Cyberport Weekend Market is a true leisure extravaganza for the mind, body and soul and it's *fun* and *green* all-the-way.

Hotline: 3166 3111

Website: www.cyberport.hk

Facebook: www.facebook.com/arcade.cyberport

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password: ftp2012



Parent-child Farming session, families can grow their own organic vegetables or fruits in little crop boxes at the outdoor with expert advice (File name: Farming_2)



Kids express love and concern for the planet through music and singing (File name : Kreative Studio)



Outdoor Movie Screening: Watch all-time favorite kids and family films on Hong Kong's largest outdoor TV screen for free (File name: Movie Screening)



A special kids' fashion show will be held on 7 October (File name: Oct Fashion Show)



Over 40 unique bazaar booths will be featured at the market offering an extensive range of goods, including organic vegetables and green products (File name: Project Grow_1)



Open Stage for Youth – the free platform for artistic talents (File name : Wholala Open Stage)

About The Arcade, Cyberport

The Arcade, situated in the core zone of Cyberport, is a 27,000 m² retail and entertainment complex with an international mix of a state-of-the-art cinema, restaurants featuring fine cuisines, a variety of lifestyle shops and a supermarket. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

About Project Grow

Located on the rooftop of a Tokwawan industrial building, Project Grow is a community-based urban farm initiative launched by the Film Culture Centre (HK) and re:ply design workshop. The project promotes organic agricultural practices and hosts regular talks and workshops related to healthy, eco-friendly living. Project Grow is open to the public on the first Saturday of every month from 1pm to 6pm.

Press enquiries: Say It LOUD

Venus Wong Tel: 9225 7116

E-Mail: venus@sayitloud.com.hk

Crystal Chan Tel: 9468 6388

E-Mail: crystal@sayitloud.com.hk

Appendix 1: Schedule for Cyberport Weekend Market

Date	Time	Venue
6-7 October 2012	11am- 7pm	The Podium, 4/F, Cyberport 2
17-18 November 2012		Ocean View Court, The Arcade, Cyberport
22-26 December 2012*		The Podium, 4/F, Cyberport 2
19-20 January 2013		
23-24 February 2013		
16-17 March 2013		

* December's Weekend Market will be merged with Cyberport Christmas Funland. Only bazaar booths will be available.

Appendix 2: Event Programmes for 6-7 October, 2012 (Saturday & Sunday)

Time	Programme
11am – 7pm	<p>Outdoor Bazaar Over 40 booths of organic and handmade products, handicrafts, arts and family items. (See Appendix 3 for Booth List)</p>
1pm – 2pm	<p>Kreative Studio</p> <p>Little Super Star Singing Contest Final performance will be held in October Weekend Market follow with the prize-giving ceremony</p> <p>'Save Our Earth' Music Performance Express love and concern for the planet through music and singing</p> <p><i>Enquiries: For details, please call 3426 2881 or email info@kreativestudio.org</i></p>
2pm – 4pm	<p>Open Stage for Youth (Free) Enjoy the music by local indie bands and musicians organized by Wholala, the stage is for everyone who love music</p> <p><i>Admission: On-site registration required. Please bring your own music instruments</i></p>
3pm – 5pm	<p>Parent-Child Farming Grow your own fruit and vegetables at Cyberport with our help! You can come back any time to take care of your crop box during the growing period and harvest them after 3 months.</p> <p><i>Admission: Upon spending \$300 or more at Cyberport or donating \$300 to Save the Children to redeem a crop box with materials. 10 boxes per day on a first-come-first-served basis. Prior registration required.</i></p>

Appendix 3: Bazaar Booths for October 2012

	Booth Name	Products
1	Wan Chai Environmental Resource Centre	Workshop - recycled paper bookmark with seeds
2	Film Culture Centre (Hong Kong) / Project GROW	Local vegetable, second-hand DVD & books, handmade craft
3	Time To Grow Urban Farming	Urban Gardening promotion and related products
4	P-farmland	Permaculture promotion and related products
5	Rudolf Steiner Education Foundation Hong Kong	Handmade craft, books, craft materials, make crafts with children, organic soap, workshops for education promotion
6	The GAIA School	Natural cleaning products, books, second-hand products, leaflet for school promotion
7	The Hills Workshop	Handmade craft
8	MOANALANE	Handmade accessories
9	We Are No Expert	Handmade skincare, goodies in a bottle
10	Quick & Fresh	Coffee & snacks
11	Save The Children	Charity activities
12	Sedan Chair	Charity activities
13	Aida Gifts	DIY paintings, cats & dogs display, jewellery
14	AQ Prettiness	Deluxe princess skirts, tops
15	Aqua Water	Baby water
16	Areto Bycox Art	Handcrafted jewelry in brass & silver 925
17	ASHWAN	Turkish ceramics & cushion cover
18	Asone	Leather goods, bags & wallets
19	Brainchild Limited	Toys (HEXbug Spider)
20	Chris Coelho Photography	Bellies, newborns, kids, family portraits
21	Comme Maman Collection	French designed coordinated clothes

22	Eat Fresh Limited	Organic vegetables
23	France Juxe Limited	Organic natural wine
24	Harford (HK) Ltd	Green folding chair
25	HelenKing Handmade Bag	Unique & lovely handmade bag
26	Junmio Company Limited	Toddler's shoes & accessories
27	Kidinc Ltd	Onesies, babies/kids/moms/ddds tee
28	Magnificent HK Ltd	Magnet & helium balloons
29	Meme Soap	Soap with Chinese zodiac & in flower shape
30	Monte Kids Ltd	Toys
31	Loiz Cashmere (Mega Yield Enterprise Ltd)	Premium 100% cashmere clothing for women, men, children & babies
32	Mama's Dear (Friendly Ltd)	Eco-friendly, beautiful, contemporary baby products
33	My Happy Sunflower	Jewellery & painting
34	Noella Concepts	Beach bags
35	Oscar Bath & Kitchen Ltd	Kids furniture
36	Petti Angels	Children dress/ accessories, clips holders
37	Renaud Lifestyle Products Limited	Alen air purifiers, BBQ grills
38	Sam's Jams Limited	Pyjamas
39	Senna Creer Ltd	Handmade woven basket, quilt & mattress
40	The Powder Room	Tutu dress
41	Tickeity Boo	Swimming bags, lunch bags, art & craft
42	Venture Studios (HK) Ltd	Lifestyle family photography
43	Yago Int'l TDG Ltd	USA beef
44	ZWIER	Fashion Jewelry