



Hong Kong Economic and Trade Office
in Singapore



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FOR IMMEDIATE RELEASE

Six films to premiere at the Hong Kong Film Festival 2010 in Golden Village VivoCity Singapore

Film-goers stand to win a holiday to Hong Kong when they catch the film festival

After a hiatus of three years, the Hong Kong Film Festival 2010 is back with a strong line up of six films to be screened from 8 to 11 April 2010 at Golden Village VivoCity. The films are especially hand-picked for the festival to reflect the strong Hong Kong film culture identity.

Organized by the Hong Kong Economic and Trade Office (HKETO) in Singapore and Golden Village Multiplex, the festival will open with *Crossing Hennessy*, a romantic comedy starring Jacky Cheung and Tang Wei. Other films include the award winning features *KJ: Music & Life* and *The Way We Are*, iconic animation *McDull Kung Fu Kindergarten* and crime thriller *Black Ransom*. The festival will close with *Prince of Tears*, Hong Kong's Oscar entry to the foreign film category.

Four of the films are presented in their original language. This will definitely excite festival goers as they will be able to enjoy the original flavour of the films.

The Director of HKETO in Singapore, Ms Subrina Chow, said: "To promote Hong Kong movies and share the unique culture of our city with more people in the region, the HKETO in Singapore organised two Hong Kong Film Festivals in Singapore in 2006 and 2007 respectively, featuring Hong Kong movies of various eras."

Ms Chow said the previous film festivals received very enthusiastic response from the Singaporean audience. Presenting the third Hong Kong Film Festival, she hopes the effort would continue to enhance social exchange and promote co-operation between Hong Kong and Singapore in culture and the arts.

"We are very honoured and excited that the Hong Kong film festival will be held at Golden Village VivoCity after a three-year hiatus. We hope the success of this year's festival will make it an annual event." Said Mr David Glass, Managing Director of Golden Village Multiplex Pte Ltd.

A contest will also be launched in which festival goers can stand a chance to win a holiday package to Hong Kong. Participants have to submit an online entry on the most iconic Hong Kong film and why it is so. Details on the contest can be found in the festival Facebook page: Hong Kong Film Festival 2010.

Festival ticket sales begin from Thursday 25 March 2010 online at www.gv.com.sg and at all GV cineplexes. GV Movie Club members enjoy \$1 off festival ticket price.



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About Hong Kong Economic and Trade Office

Set up in 1995, the Hong Kong Economic and Trade Office in Singapore is the representative office of the Hong Kong Special Administrative Region Government (HKSARG) in the ASEAN region. The Office is committed to strengthening the economic and trade relations and enhancing cultural and other exchanges between Hong Kong and the ASEAN countries. It also provides information and supports business persons looking to start or expand their businesses in Hong Kong or on the Mainland via Hong Kong. (www.hketosin.gov.hk)

About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit have a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas. (www.gv.com.sg)