

## **“Hello Pingxi! Year of the Dog Celebration!” – Sanrio Superstars to Make an Appearance**

### **Premier Travel Destination for Chinese New Year! First Collaboration with Sanrio to Promote Pingxi**

### **2018 New Taipei City Pingxi Sky Lantern Festival to be held during Lantern Festival and Moon Festival**

(New Taipei City) Pingxi is the premier travel destination for Chinese New Year! In collaboration with Sanrio Taiwan, New Taipei City Tourism & Travel Department has invited 4 Sanrio superstars to make an appearance in Pingxi. Besides the world-famous Hello Kitty, Pompompurin, Cinnamoroll and Pochacco will also greet the public in the Year of the Dog, and so everyone is welcome to come to Pingxi during Chinese New Year to search for the Sanrio characters! The “Hello Pingxi! Year of the Dog Celebration!” 2018 Pingxi Sky Lantern Festival launch press conference was held today (2<sup>nd</sup>), officially announcing that a sky lantern flying event will be held on Lantern Festival (March 2) and Moon Festival (September 24) respectively. In addition to the spectacular sight of simultaneously launching close to 100 sky lanterns, entertainment shows will also be performed to let the public enjoy this very festive occasion that symbolizes both warmth and reunion. Moreover, the “Hello Pingxi! Search for Sanrio Superstars to Win Fantastic Prizes” lottery event will also be held from February 12 to March 31, while stocks last! So hurry up and head over to Pingxi to make your dreams come true during the Chinese New Year holiday!

### **Traveling to Pingxi during Chinese New Year – Simply follow the footsteps of Sanrio’s superstars!**

Over years of development, Pingxi has gradually become a popular Taiwan travel destination on the global travel market thanks to efforts of minimal commercialism as well as tourism resources that include the nostalgic ambiance of the Old Street, abundant natural landscapes, serene cultural atmosphere and historical relics of a bygone coal mining era. At the same time, driven by the success of the Taiwanese film “You are the Apple of My Eye”, a Japanese filming crew also visited Pingxi with journalists to shoot the Japanese version of the film last year (2017), thereby boosting Pingxi’s international visibility!

This year, New Taipei City Tourism & Travel Department joined hands with Sanrio Taiwan for the first time to install 9 photography installations in Jingtong Mining Living Museum, Lantern Police Station, Pingxi Library, Pingxi Old Street, Pingxi Station, Shifen Waterfall, Lingjiao Station, Wanggu Station and Shidi Daxiakeng, so that the public can embark on light traveling by following the footsteps of Sanrio’s stars.

## **“Hello Pingxi! Search for Sanrio Superstars to Win Fantastic Prizes” lottery event – While stocks last**

During February 12 and March 31, by taking photos with Sanrio character installations at any of the 9 aforementioned locations and uploading the photos to the "ntctour" Facebook page with a message, you will be able to participate in the lottery event while stocks last! New Taipei City Deputy Mayor Yo-yi Ho commented that Pingxi offers diverse tourism resources, and visitors can reach the stunning mountain city of Pingxi via train or the Muzha-Pingxi Line (795) of Taiwan Tourist Shuttle. Pingxi has been recognized and highly recommended by prominent international media such as CNN, Fodor’s – the largest travel publishing company in the world – and National Geographic. This year, special collaboration was forged with Sanrio to promote Pingxi, and everyone is cordially invited to bring their families to Pingxi during Chinese New Year and to be blessed with good fortune.

## **First wave of “2018 New Taipei City Pingxi Sky Lantern Festival” activities to kick off on Lantern Festival**

This year, the New Taipei City Pingxi Sky Lantern Festival celebrates its 20<sup>th</sup> anniversary. Thanks to the joint efforts of the government and the private sector, the New Taipei City Pingxi Sky Lantern Festival has become a well-known festivity on the international stage. This year, the festival will be held over the Lantern Festival (March 2) and Moon Festival (September 24). The Lantern Festival event will take place between 17:30 and 20:30; in total, 8 sky lantern releases will be conducted, and free sky lantern flying vouchers will be issued at the event venue (Shifen Square) on the day of the event (starting at 10:00). People who wish to witness this spectacular sight of nearly 100 sky lanterns being released at the same time should definitely not miss this incredible opportunity. Everyone is invited!

<b>Event details for 2018 New Taipei City Pingxi Sky Lantern Festival</b>	
<b>Date</b>	March 2, 2018 (Fri.) Lantern Festival
<b>Time</b>	17 : 30~20 : 30
<b>Location</b>	Shifen Square, Pingxi Dist., New Taipei City (No. 136, Nanshanping, New Taipei City)

For more information related to 2018 New Taipei City Pingxi Sky Lantern Festival, please visit New Taipei City Travel or join ntctour Facebook page.

- New Taipei City Travel (<http://tour.ntpc.gov.tw>)
- Ntctour Facebook page (<http://www.facebook.com/ntctour>)

## News attachment: Lottery introduction

### **Hello Pingxi! Search for Sanrio Superstars to Win Fantastic Prizes” lottery event**

- ◆ **Instructions:** Capture photos with Sanrio stars at designated locations in Pingxi District, New Taipei City and upload them with a message to the “ntctour” Facebook page to stand a chance to win limited edition Sanrio products in a lottery.
- ◆ **Date:** February 12 (Mon.)-March 31 (Sat.), 2018.
- ◆ **Locations:** Jingtong Mining Living Museum, Lantern Police Station, Pingxi Library, Pingxi Old Street, Pingxi Station, Shifen Waterfall, Lingjiao Station, Wanggu Station and Shidi Daxiakeng
- ◆ **Event regulations:**
  - Valid photo required: (A) At least featuring a person in the same shot with a Sanrio star in Pingxi District. (B) Photo must be clearly identifiable.
  - Each account is entitled to upload multiple photos; the more you upload, the greater the opportunity of winning.
  - Each account can only win one prize; no repeat prizes will be awarded.
  - The participant must fill in the correct full name, postal code, address and phone number. At the conclusion of the event, the winners will be randomly selected in mid-April 2018 and announced on the “ntctour” Facebook page.
- ◆ **Prizes:** 200 sets of Sanrio stars in Pingxi limited edition postcards (6 postcards per set) will be handed out.
- ◆ **Note:**
  - Since people under the age of 18 are not authorized to post publically, please ask other friends or family members to participate in the event on your behalf.
  - In regards to the photos submitted for the event, the organizer has the permanent right to reproduce, print and market them freely.
  - The delivery of prizes is limited to Taiwan, Kinmen, Penghu and Matsu only, no overseas deliveries will be available.
  - Incomplete, forged, pirated or damaged photos will be disqualified, and the organizer reserves the right to cancel the qualification of the award winner.
  - The organizer reserves the right to make adjustments to the details of the event and prizes without prior notice, and it reserves the right of final decision on the interpretation of event related matters. If the event cannot be executed due to force majeure, the organizer reserves the right to cancel, terminate, change or suspend the event. Matters that are not covered by the regulations are subject to regulation by relevant government laws in Taiwan.
  - By participating in the event, the public is deemed to have accepted all terms and regulations of the event; any individual found in violation of the regulations will be disqualified from winning a prize and the organizer reserves the right to take legal actions against conduct that aims to sabotage the event.
  - The organizer will only use any submitted personal information for the purposes of this event, and regulations of the Personal Data Protection Act will be adhered in order to protect the rights of the participants. The prize winners agree to allow the organizer to collect, process and use information collected within the scope of this event. The information may not be used for other purposes and the prize winners will authorize the organizer to publish their full names.