

Press Release

For Immediate Release

Discover Farming Fun at Cyberport Weekend Market

With Relaxing Family Entertainment & Endless Shopping Spree on the Lush Green Lawn

(Hong Kong: 7 January 2013) Cyberport Weekend Market celebrates the joyous New Year with unique experience in urban farming and green family entertainment! 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 19-20 January.

The January Weekend Market will feature over 40 unique bazaar booths offering an extensive range of goods from exotic handicrafts to locally design creative gadgets, and 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, Spanish ham and wine, handmade skin care and natural bath products, quality US beef, home wares and kids' wear, charming arts and handicraft items, unique accessories, creative gadgets and henna drawing – 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.

Those families who took part in the organic farming sessions during September and October last year had a great time enjoying the natural way of crop planting. It is fun and satisfying to look after their own vegetables while seeing them grow taller week after week. Now they are ready for harvest and the crop boxes will be reused for the next three-month organic farming session starting from January.

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 live music on stage. To encourage creativity and participation in arts, the Creative Upcycling Workshop by reusing discarded items, is the not-to-be-missed fun programme 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 on the comfortable green lawn, and enjoy the early evening watching 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. Selected movies for January are *Bridge to Terabithia* and *The Beaver* – 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

Photo Download (Please open with Window Explorer) :

ftp://sayitloud@116.251.204.132

login name: sayitloud

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Parent-Child Farming session- families can grow their own organic vegetables or fruits in little crop boxes at the outdoor with expert advice.



Creative Upcycling Workshop – upcycle



Outdoor Movie Screening: Watch all-time

unwanted “waste” materials into special art pieces with fun and creative DIY!



Over 40 unique bazaar booths will be featured at the market offering an extensive range of goods, including organic vegetables and green products.

favorite kids and family films on HK’s largest outdoor TV screen for free.



Open Stage for Youth – the free platform for young artistic talents. Open Stage for Youth – the free platform for young artistic talents.

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.

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