



恒生銀行

HANG SENG BANK

# Press Release



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## **HKSI AND HANG SENG BANK DOUBLE CASH INCENTIVES OFFERED TO HONG KONG ATHLETES AT THE 2009 EAST ASIAN GAMES**

The Hong Kong Sports Institute (HKSI) and Hang Seng Bank are pleased to announce that the cash incentive awards offered to local medallists at the Hong Kong 2009 East Asian Games under the 'Hang Seng Athlete Incentive Awards Scheme' will be double those offered at the East Asian Games in 2005. This is to encourage Hong Kong athletes to achieve outstanding results at the 2009 East Asian Games which are being hosted by Hong Kong for the first time.

Under the new arrangement, cash awards offered to any Hong Kong athlete who wins a gold medal in an individual event at the 2009 East Asian Games will be increased from HK\$50,000 to HK\$100,000, while silver and bronze medallists will receive increased awards of HK\$40,000 and HK\$20,000 respectively. Gold, silver and bronze medallists in team events will receive awards of HK\$140,000, HK\$64,000 and HK\$40,000 respectively. All cash awards will be made by the HKSI and Hang Seng Bank on a dollar-for-dollar basis.

Established by the HKSI in 1994 and sponsored by Hang Seng Bank since 1996, the Scheme offers cash incentives to local athletes to encourage outstanding performances at the Olympic Games, the Paralympic Games and the National Games. In 2005, Hang Seng has extended its sponsorship to medallists competing at the East Asian Games. To date, nearly HK\$8.6 million has been awarded to 111 local athletes by the HKSI and Hang Seng Bank.

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