

FOR IMMEDIATE RELEASE

**Asia Society Hong Kong Center and Morgan Stanley Present
The Morgan Stanley-Asia Society Chinese New Year Family Day**

HONG KONG, January 23, 2015 –To celebrate Chinese New Year, Asia Society Hong Kong Center (“the Center” or “ASHK”) and Morgan Stanley will co-present “**The Morgan Stanley-Asia Society Chinese New Year Family Day**” on Sunday, February 8, 2015 at the Center in Admiralty, Hong Kong. Generously supported by Morgan Stanley, this program provides a diversified cultural experience filled with performances, arts and crafts activities, and story-telling puppets enjoyable for all families in Hong Kong under one roof, the Asia Society Hong Kong Center.

Caroline Wong, Asia Pacific Head of Community Affairs at Morgan Stanley said, “Morgan Stanley is delighted to collaborate with Asia Society Hong Kong Center on the Chinese New Year Family Day for the third consecutive year. This has become a tradition for many in Hong Kong who see this event as a great way to learn about and enjoy the range of festive cultural activities with their families. We see it as a wonderful way to mark the lunar new year holidays and bring the community together.”

There will be professional Lion Dance, Chinese Drum and Dance performers to showcase the traditional Chinese way of celebrating the New Year and to welcome in the Year of the Ram. Children and adults alike will also be able to try their hand at traditional Chinese arts and crafts such as Calligraphy, Traditional Chinese Knots, and Auspicious Red Packet Crafts. There will also be Puppet Shows that will re-enact scenes from popular Chinese folk tales. In addition, a Traditional Chinese Costume Dress-up Corner available for children and adults will transform families back in time to experience what it was like to be an emperor, prince or princess in ancient China. This memorable experience will be captured on Polaroid for a fun family souvenir.

Upon fulfilling the senses of sight, sound, and touch, the cultural experience will come full circle with delicious Chinese culinary delights.

"The Morgan Stanley - Asia Society Hong Kong Chinese New Year Family day is a wonderful opportunity for all of us to celebrate the best of Chinese New Year traditions with family, friends and the entire community. Like previous Family Days, I know the thoughtful programs and festive activities will bring plenty of fun and learning for the participating children and families," remarked S. Alice Mong, Executive Director, Asia Society Hong Kong Center.

The Morgan Stanley-Asia Society Chinese New Year Family Day is a part of The Morgan Stanley-Asia Society Family Day Series that promotes Asian culture and interactive activities with Hong Kong families and the local community. Each Family Day is themed around the culture and traditions in various Asian countries featuring key activity elements such as music, arts and crafts, performances, and food. Previous themes featured in The Morgan Stanley-Asia Society Family Day series include Thai Family Day, India Family Day, Korea

Family Day, and an annual Chinese New Year Family Day with a positive response from the local community.

<p><u>Program Information</u> Date: Sunday, February 8, 2015 Time: 12pm – 4pm Venue: Asia Society Hong Kong Center, 9 Justice Drive, Admiralty, Hong Kong</p>	<p><u>Ticket Information</u> HK\$88 for Asia Society members HK\$168 for Non-members FREE for 18 and under *Online registration required Ticketing Link: http://goo.gl/pqvFRn</p>
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Link for Photos

Dropbox: <http://goo.gl/gUXoaD>

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About Asia Society

Founded in 1956 by John D. Rockefeller 3rd in New York, The Asia Society is a leading not-for-profit, non-government educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders, and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, The Asia Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future.

Asia Society Hong Kong Center

As one of the eleven centers of The Asia Society, Asia Society Hong Kong Center (the “Hong Kong Center” or “ASHK”) was established in 1990 by a group of Hong Kong community leaders, led by the late Sir Q.W. Lee, the honorary chairman of Hang Seng Bank.



Hong Kong Center

In February 2012, the Hong Kong Center established its new permanent home in Admiralty at the Old Victoria Barracks, Former Explosives Magazine site. Steeped in history, cultural significance and natural beauty, the site was originally built by the British Army in the mid-19th century for explosives and ammunition production and storage. Through careful conservation, restoration and adaptive re-use, this heritage site was successfully transformed into a cultural, artistic and intellectual hub. ASHK warmly welcomes the public to visit the Center, to join the programs and view the exhibitions organized by ASHK and its partners.

As the leading regional knowledge-based platform for furthering the understanding of the countries and cultures of Asia and global issues that impact the region, Asia Society Hong Kong Center boasts extensive regional and international networks of leaders and scholars, and offers a broad variety of programs in the form of lectures, performances, film screenings and exhibitions to the community.

Asia Society Hong Kong Center was established entirely with local funding and is supported through membership dues, fundraising events, and contributions from individuals, corporations and foundations that work together to support and advance its mission.

About Morgan Stanley

Morgan Stanley is a leading global financial services firm providing a wide range of investment banking, securities, investment management and wealth management services. With offices in more than 43 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For further information about Morgan Stanley, please visit www.morganstanley.com.