



Flying High at the AIA Carnival!

AIA Carnival and DRA Drone Racing Association debuts its First Person View (FPV) drone racing and other interactive experiences at its edutainment activation zone live at the Carnival

Hong Kong, January 16, 2020 - Ever wanted to learn how to fly an FPV drone? Or even battle with fighting motion-capture fighting robots against an opponent? Now is your chance!

Bringing eSports to AIA Carnival the first time, the Carnival team has partnered with DRA's Asia subsidiary to launch the first outdoor commercial activation of drone racing in Hong Kong, offering the public the opportunity to sample the experience of FPV drone flight for the very first time. Held within a large drone cage, the activation has received the first flight permit for an outdoor commercial activity of FPV drone racing from the Hong Kong Civil Aviation Department, and is supported by Cyberport to promote eSports in Hong Kong.

"As an entertainment event producer, we are always on the look out for the most exciting and creative attractions to bring to the AIA Carnival. The popularity of eSports has gained global notoriety and we are excited to partner with Drone Racing Association to integrate an eSports element and introduce an outdoor drone racing experience to Carnival lovers for the first time. We believe the evolution of live entertainment experiences will continue to evolve and eSports will definitely play a big part of it!" said Alex Gibbs, Chief Marketing Officer of The Great European Carnival.

"We are excited when the Carnival organizer approached us about introducing a drone racing activation to their event. Drone racing is one of the world's fastest growing eSports and is watched by millions who are drawn to the high speed and visually immersive CGI. It is also one of the few sports which participants as young as 8 have seen global success as professional competitors, reaching speeds of up to more than 120 miles per hour in competition. We are thrilled to introduce this exciting action to Hong Kong public," said Tony Hall, Division Director of Drone Racing Association Asia.

Learning about FPV drone racing is not only fun, but also a valuable skill and learning opportunity for all ages. The Carnival team is also introducing drone racing to its STEM educational programme with tutorial group TechBob Academy this year as an option available to schools in Hong Kong. The programme runs from January until February 16, 2020.



A special DRA x AIA Carnival Hong Kong Outdoor FPV drone racing competition will also be held at Carnival on three Saturdays on Jan 18, Feb 1 and Feb 8, 6:30-7:30pm where crowds can watch a live drone race. International drone racing pilot Leung Ka Kei, who has raced in top international championships worldwide including the DCL, DGP and Xfly, will be responsible for the competition, and promoting Hong Kong's next top amateur FPV drone racing pilots. A finale will take place on Feb 15 and winners will be announced at the Carnival with attractive prizes!

Aside from drones, DRA zone also features other games as FPV car, cool games and gadgets such as the Ganker EX Battle Robot, The Win Win Group's STEM robot Zenbo, and even VR Gaming experiences on HTC Vive.

For those who love anything sports, they can also take part in the Carnival's Sports Activations besides eSports, with free participation in sports including baseball, rugby, football and yoga, which take place at both the Carnival Community Stage and Hong Kong Observation Wheel every weekend, until February 16.

Please check out the official website of the Carnival at www.tgec.asia for information and ticket booking.

Carnival's photos for media use:

<https://www.dropbox.com/sh/hmpqt77ga0gi1eg/AACyqevSMUZHWWUZqjbus3Ha?dl=0>

About the Great European Carnival Limited (TGEC)

The Great European Carnival Limited is the producer of the annual Hong Kong event now known widely as the Carnival. The Carnival takes place between December and February each year, on the Central Harbourfront Event Space. The event features amusement rides, carnival skill games, performances on a community stage and The Great Circus of Europe. This year the Carnival will run at the Central Harbourfront Event Space from December 12, 2019 to February 16, 2020.

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