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**LINE FRIENDS Transforms into Dragon Boat Athletes, Appearing in 9 Photo Spots along Victoria Harbour in Tsim Sha Tsui
Spreading Excitement of Hong Kong International Dragon Boat International Races**



Head to Victoria Harbour in Tsim Sha Tsui now to take photos with the LINE FRIENDS characters dressed as dragon boat athletes! Jointly organized by the Hong Kong Tourism Board (HKTB) and the Hong Kong China Dragon Boat Association (HKCDBA), the Hong Kong International Dragon Boat Races will be held this weekend. To attract more locals and visitors to join the event, HKTB has partnered with global creative studio IPX’s original iconic IP – LINE FRIENDS, to present the “LINE FRIENDS Hello Hong Kong Dragon Boats Photo Spots” along the Avenue of Stars for two weeks. The spots will become must-go photo spots, filling the Tsim Sha Tsui waterfront with festive joy!

Starting today, visitors can find nine photo spots and capture the LINE FRIENDS Dragon Boat Festival-themed installations dressed as dragon boat athletes along Victoria Harbour (See appendix 1). The most eye-catching spot is undoubtedly the “LINE FRIENDS Dragon Boat Team” installation in the middle of the Avenue of Stars. Beloved characters like BROWN, CONY, SALLY, CHOCO and other LINE FRIENDS buddies are all dressed up as dragon boat athletes, vigorously rowing through the waves, brimming with vitality and cuteness. The installations also incorporate different Dragon Boat Festival elements, including festive rice dumplings and dragon boat drums. Thoughtfully designed, they are not to be missed by both adults and children!

Besides taking selfies, visitors can shop at the LINE FRIENDS Dragon Boat-themed POP-UP STORE for Hong Kong edition merchandise designed for this event, such as dragon boat sports waterproof bags, beach towels and cooling towels, etc. Bring home souvenirs filled with the festive atmosphere and summer vibes!

Moreover, special guests from LINE FRIENDS are going to make a surprise appearance during “the Hong Kong International Dragon Boat Races” to cheer for the dragon boat racers competing in Victoria Harbour and share the beautiful harbour view with visitors. Let’s immerse in the joyous celebrations together!

LINE FRIENDS Hello Hong Kong Dragon Boats Photo Spots	
Date and Time :	19 June (Monday) – 2 July 2023(Sunday)
Location :	Avenue of Stars, Tsim Sha Tsui
Admission :	Free admission
Details :	HKTb event website : https://www.discoverhongkong.com/tc/what-s-new/events/dragon-boat-races.html



Members of the media can download the photos and press release from the following links:

Photos: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1128&categoryTypeId=2>

Press release: www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html

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