



TVBI Company Limited

電視廣播(國際)有限公司

TVB City, 77 Chun Choi Street,
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Kowloon, Hong Kong.

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Press Release

TVB Artistes Fun Fun Show

Red-hot artistes Ruco Chan and Raymond Wong shared happiness with audiences at New York

(Hong Kong – 4 July 2013) Organized by TVBUSA, “TVB artiste Fun Fun show” was held successfully on 29 and 30 June. TVB red-hot artistes **Ruco Chan** and **Raymond Wong** arrived at New York for the first time to promote TVB drama production and met the audiences there.

Arrived at New York on 29 June, the two artistes participated in a **bus parade**, in which the double-decker circled around Brooklyn Street, Chinatown and Midtown Time Square, the landmark of New York. Having waited for the stars, the pedestrians were overjoyed and excited when Ruco Chan and Raymond Wong greeted them and presented souvenirs to them. The fans responded to the stars by claps, cheers and shouting their characters’ names from *Slow Boat Home* and *Reality Check*. The artistes attended the following **press conference** as well. They showcased their vocal talents by performing songs “不再猶疑”, “寂寞夜晚”, “友情歲月” and “我愛的人”. In addition, they also introduced TVB’s latest development and dramas to the advertisers, including *Slow Boat Home*, *Karma Rider* and *Brother’s Keeper*.

The grand and imperative promotional activity “**Fans Gathering Show**” was held on the next day (30 June) at Resorts World Casino New York City. An **autograph signing session** was held first at Brooklyn Street, with thousands of enthusiastic fans queued for the autographs! The venue was too overcrowded that policemen were sent to maintain order. The fans were excited and overwhelmed with joy when the stars signed their autographs and took pictures with them. Later they attended “Fans Gathering Show”, in which they performed songs including “小草”, theme song of *Reality Check*, “我甚麼都沒有”, “明年今日” and “孤獨探戈” that impressed the audiences. The artistes further participated in game sessions, of which they played “Minute to Win it” and “Guessing Game”. In “Guessing Game”, the artistes and the audiences were split into two teams and their knowledge of TVB dramas were put to test. They further faced challenges in “Minute to Win it”. Finally, Ruco Chan, Raymond Wong and TVBuddy took a group photo with the pre-selected hundred audiences and concluded the event.

The two-day promotion trip has finally drawn to a harmonious close. All the artistes are glad to have the opportunity to arrive at USA or the first time to share TVB’s drama production. Meanwhile, TVBUSA will continue to serve the American audiences by broadcasting the 24-hour TVB latest Chinese entertainments through several platforms, including leading satellite platform Dish Network, Charter Cable, Time Warner Cable, Comcast Cable, AT&T and Verizon.



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Photo caption:



1a. Ruco Chan and Raymond Wong arrived at New York and participated in “TVB artiste Fun Fun show” bus parade and greeted the pedestrians there.



1b. Ruco Chan and Raymond Wong arrived at New York and participated in “TVB artiste Fun Fun show” bus parade and greeted the pedestrians there.



2. The venue was overcrowded by enthusiastic fans.



3a. The two artistes were being interviewed at Midtown Time Square.



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3b. The two artistes were being interviewed at Midtown Time Square.

4. The artistes introduced TVB's latest development and drama production at the press conference.



5a. Ruco Chan and Raymond Wong provided song performances.

5b. Ruco Chan and Raymond Wong provided song performances.



6. (from left to right) Ms. Linda Tan, Sales Manager of TVB Holdings (USA) Inc., Mr. Samuel Tsang, V.P. Operation, Raymond Wong, Ms. Vivian Keung, Director of Sales of TVB Holdings (USA) Inc. and

7a. The two red-hot stars signed autographs in the Autograph session held in Brooklyn on 30 June.



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Ruco Chan and took a group photo at the press conference.



7b. The two red-hot stars signed autographs in the Autograph session held in Brooklyn on 30 June.



8. With thousands of fans crowded at Brooklyn Street, policemen were needed for maintain order.



9. The MCs warmly welcomed Ruco Chan and Raymond Wong in the "Fan Gathering Show".



10a. The stars performed several songs by their vocal talent.



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10b. The stars performed several songs by their vocal talent.



11a. The two artists participated in the game sessions with audiences.



11b. The two artists participated in the game sessions with audiences.



12. Ruco Chan and Raymond Wong took a group photo with TVBuddy.

For more information, please contact:

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Simon Li



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