

Appendix A: Highlights of Itinerary

1) Participate in the key highlight, Dragon Boat Carnival

Experience the scorching action of the Dragon Boat Carnival, a 3-day (23-25 July) outdoor funfest, organised by the Hong Kong Dragon Boat Association and co-organised by the Hong Kong Tourism Board. It is a wild carnival filled with sports, culture and culinary treats. With over 130 local and international dragon boat teams will descend upon the waters of Victoria Harbour vying for international glory during the 35th staging of the [Hong Kong International Dragon Boat Races](#). On land, participants can indulge in great food, beer and entertainment at the nearby [San Miguel Beer Garden](#). It's a great way to experience the living culture of Asia's world city.

Four of the star bloggers will also join special side-show programme, Bath-tub racing at the Carnival. In a team of 2, they will race over a course stretching 100 metres.

香港龙舟嘉年华 7 月 23 至 25 日

这个盛大的户外嘉年华会，由香港龙舟协会主办，香港旅游发展局合办，是“香港夏日盛会”的焦点盛事。这个集体育、文化及美食于一体的盛夏派对。世界顶尖龙舟劲旅齐聚维多利亚港，为争夺第 35 届“[香港国际龙舟邀请赛](#)”的锦标而展开连场激斗。欣赏赛事之余，您也可在毗邻的“[生力畅饮乐园](#)”享受美食，啤酒和热闹的娱乐节目，体验“亚洲国际都会”的生活文化！

海上特備節目- 划浴缸大赛

虽说是龙舟嘉年华，又怎会只有龙舟赛事？大会别出心裁，以浴缸作赛，令观众耳目一新。八个浴缸各载两名划手，斗快完成 100 米的赛程，过程肯定精彩有趣，紧张惹笑兼而有之！

2) Local Culture Tour

- Indulge in a Local Culture Tour through Central 中环 and SoHo 荷南美食区 to catch glimpses of daily life in Hong Kong and discover the hustle and bustle of the energetic city mingle with colourful age-old traditions of yesterday.
- A special guide, Mr Leon Suen, a professional photographer and part-time university lecturer, will join the tour and share his tips and insights with the bloggers. 孫樹坤(Leon Suen)是拍攝紀實攝影的經驗能手，兼在大學教授新聞攝影，近年跟幾位志同道合的攝影師在石硤尾創意藝術中心 (JCCAC) 開設「光影作坊」(Lumenvisum)，舉辦攝影展覽和工作坊。

3) Trendy Fashion Styling Tips by Celebrity Stylist

Make-over by celebrity stylist, Ms Celia Wong, who is one of the most in-demand stylists in Hong Kong, who boasts celebrity clients such as Kelly Chen. She is the founder of the hip n trendy fashion boutique, Dada.

4) Experience diverse dining experience and hands-on activity:

- Lunch at Yin Yang, a boutique-size home-style restaurant housed in a revamped historic building built in the 1930s in Wanchai. Hands-on experience in making Chinese sauce from Ms Margaret

Xu, the gourmand chef and owner of Yin Yang. Margaret specializes in innovative fusion dishes made-to-order with top quality local specialties and prepared with freshest organic ingredients.

- Lunch at Ginko House, a French restaurant with a unique feature – it employs retired seniors as its workforce and diners enjoy a homely feel at the restaurant, where the elders are like your grandparents who care for your well-being.

5) High Sea Adventure

Sail the Victoria Harbour in a European tall ship, The Bounty. The bloggers will wine and dine onboard the Bounty as they cruise the Victoria Harbour and enjoy the Symphony of Lights, the stunning multimedia show featuring more than 40 Hong Kong skyscrapers in a dazzling extravaganza. [Symphony of Lights: “幻彩咏香江”，在这项全球“最大型灯光音乐汇演”中，维多利亚港两岸超过 40 幢建筑物逐一亮起璀璨夺目的灯光，令海旁景致格外迷人。]

Supplementary Information:

Bio of Celebrity Stylist- Celia Wong

Celia is one of the most in-demand stylists in Hong Kong. She is not only a successful fashion stylist but also founder of the hip n trendy fashion boutique, DaDa and acts as styling consultant for music concert and magazine.

Celia enjoys sharing her fashion and styling tips with others. Her articles are widely features in fashion magazines. To further share her love of fashion, Celia has published her first image advice book, *The Magical Closet* in 2009.

Recently, Celia has further expanded her profession in image consulting, wedding planning and personal shopping with her new shop, DaDa Image & Beauty Consultation Shop.

Address: 2/F , 15 Lee Garden Road, Causeway Bay, HK

Tel: (852) 3101 1189

星級形象顧問---黃櫛堯

著名形象設計師黃櫛堯 Celia, 經常與各大歌星名人合作。曾任陳慧琳形,謝安琪、孫耀威、江若琳等, 曾參與封套形象設計及演唱會形象指導。此外, 常應邀為各大報章雜誌作形象分享。

亦為潮店 DADA 創辦人, 潮店買手, 最拿手幫人襯衫, 提供專業的外型分析, 個人形象改造, 專業購物意見等。近年並開始寫作形象設計之書籍, 個人處女作‘魔法衣櫃’現已面世。今年初 Celia 開了一間新店, 專注美容纖體顧問, Personal Shopping, 婚宴設計(宴會特別造型、結婚、晚會派對造型, 化妝及髮型設計, 禮服及婚禮飾物, 婚紗設計等擔任專業顧問)。Celia 在香港時裝界作多方面的嘗試。

New Shop Name: DaDa Image & Beauty Consortion Shop

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Tel: 3101 1189



Festive Hong Kong 2010

Hong Kong, Asia's leading tourist destination, brings you 'Festive Hong Kong 2010' an exciting year-long sequence of festivals and events offering visitors a diverse assortment of unique traditional Chinese festivals and Western cultural celebrations.

The year has been divided into six action-packed periods, each featuring a unique festival or celebration along with an exciting host of events and happenings from the world of arts, sports and cultural entertainment. The biggest event on this exciting calendar of happenings will be the Hong Kong Dragon Boat Carnival, a three-day celebration of fantastic dragon boat action, plus great food and drink all taking place along the Tsim Sha Tsui waterfront.

2010 香港节庆年”正式展开！香港这个亚洲旅游胜地将全年不绝地为您送上包罗万象的节庆盛事，其中既有最具特色的中国传统节日，又有充满异国风情的西方文化庆典，选择之丰富，可谓前所未有；而且盛事规模更盛大，庆祝方式更精彩，娱乐节目更令人兴奋！

香港节庆年”按月份划分为六个阶段，每个阶段热推一个焦点节日或庆典，还有一系列多姿多采的盛事节目，由艺术、体育到文化娱乐，样样俱备。全年最盛大的焦点节庆—香港龙舟嘉年华，将一连三天在尖沙咀海旁举行，紧张刺激的国际龙舟竞赛，配合美食美饮和娱乐节目，肯定热闹缤纷。

Appendix B: About the 10 Bloggers



Most Insightful Blog 2010 Winner

Violet Lim: <http://www.violetlim.com/>

Aspired to be ‘Ally McBeal’, but ended up as ‘Miss Match’ instead. Happily married and mummy of two kids. Co-founder of Lunch Actually, Asia’s first lunch dating company. When she’s not busy bringing singles together, she spends her time blogging, public speaking and on community service work.

Read Violet’s Hong Kong entries: <http://blog.omy.sg/hongkong/category/violet-lim/>



Best LOL Blog 2010 Winner

Huang Kee Hong: <http://www.fun-history4u.blogspot.com/>

我的文章没有缠脚布般啰里啰唆的长篇大论；亦没有爱因斯坦为之疯狂的哲学理论，因为我爱用涂鸦来记录一切。

Read Kee Hong’s Hong Kong entries: <http://blog.omy.sg/hongkong/category/huang-kee-hong-fn/>



[Best WTH Blog 2010 Winner](#)

[Peter Breitreutz](http://www.aussiepete.com/): <http://www.aussiepete.com/>

Singapore's favourite expat, Peter Breitreutz (aka Aussie Pete). Finance executive by day and blogger/writer and wannabe celebrity by night, Pete is localized in every respect. Having lived here for four years, whether it's taking in the gossip at the kopitiam or looking for the next best place to makan, Pete can always be found mixing it with his local Singaporean mates.

[Read Pete's Hong Kong entries](http://blog.omy.sg/hongkong/category/aussie-pete/): <http://blog.omy.sg/hongkong/category/aussie-pete/>



[Best Food Blog 2010 Winner](#)

[Catherine Ling](http://camemberu.com/): <http://camemberu.com/>

Food is like travel for your tastebuds. It can really bring you to different times and places. I like to immortalise food memories on Camemberu.com, where my blog philosophy is "every meal an adventure!" My dream is to travel and document all that is delicious and delightful. Bon appetit!

[Read Catherine's Hong Kong entries](http://blog.omy.sg/hongkong/category/camemberu-catherine-ling/): <http://blog.omy.sg/hongkong/category/camemberu-catherine-ling/>



[The Y-Blogger Award 2010 Winner](#)

[Elaine Chua](http://writeonwhite.com/): <http://writeonwhite.com/>

锐伊，原名蔡伊琳，不是聚光灯下那位舞娘的影子，而是站在舞台后的导演，编织着自己的故事、自己的梦，为生命的意义挥洒青春。一名用心的新加坡华文教师 / 创意设计师 / 写作人，以不同的角色诠释着生命的目的。座右铭是：“不怕山高水深，勇往直前追逐梦想，驾驭困难，挑战极限。部落格就是她的剧本，写的是心情、想法与生命的感悟。坚持用华文书写，因为坚信，华语是活的语言，她，亦能走在时代尖端，在新生传媒沙场上驰骋。

[Read Elaine's Hong Kong entries](http://blog.omy.sg/hongkong/category/elaine-%EF%BC%88%E9%94%90%E4%BC%8A%EF%BC%89/): <http://blog.omy.sg/hongkong/category/elaine-%EF%BC%88%E9%94%90%E4%BC%8A%EF%BC%89/>



[Best Photography Blog 2010 Runner-Up](#)

[Low Sze Ping](http://www.szeping.com/): <http://www.szeping.com/>

好奇的摄影爱好者。喜欢通过部落格与人分享生活点滴，更想以“一图胜千言”的理念来用镜头记录当下那一刻。

[Read Sze Ping's Hong Kong entries](http://blog.omy.sg/hongkong/category/sze-ping-%EF%BC%88%E6%80%9D%E6%96%8C%EF%BC%89/): <http://blog.omy.sg/hongkong/category/sze-ping-%EF%BC%88%E6%80%9D%E6%96%8C%EF%BC%89/>



Best e-Commerce Blog 2010 Winner

Gin Oh: <http://www.shinnpark.com/>

Formerly a designer in interactive media majors, serious iced milk tea drinker and avid collector of vintage ware. Owner of three-year-old online blogshop — Shinnpark.com, lined with unique gifts and apparel. Did I mention shopaholic? Just turned mum with new found love in blogging. And my soft spot for freshly baked egg tarts!

Read Gin's Hong Kong entries: <http://blog.omy.sg/hongkong/category/gin-oh/>



Best Lifestyle Blog 2010 Winner

Darren Ng: <http://darren-ng.livejournal.com/>

When life hands Darren lemons, he makes Long Island Tea. When it is bitter gourds he gets, he stir-fries them with eggs. After he's done making a party out of misery, he blogs on to Celebrate Life! and hopes his adventures can be useful to readers. Follow his blog on Hong Kong as he seeks out the interesting and unusual in this energetic city!

Read Darren's Hong Kong entries: <http://blog.omy.sg/hongkong/category/celebrate-life-2/>



Best Modeling Blog 2010 Winner

Ang Geck Geck Priscilla: <http://missanggeckgeck.blogspot.com/>

Don't ask if Ang Geck Geck is actually her real name? The name was given by a fortune teller in a temple. She is an extremist. She can either be really crazy or quiet. She lives with her grandparents and loves them the most. (: She loves painting, designing and she specialises in filmmaking in School of the Arts, Design and Media in Nanyang Technological University of Singapore. She gives tuition, does video editing and does part time modeling and acting. She blogs when she feels like it! A Female Cat Roars, Louder than before.

Read Geck Geck's Hong Kong entries: <http://blog.omy.sg/hongkong/category/miss-ang-geck-geck/>



Best Individual Blog 2010 Runner-Up

Jerome Lim: <http://thelongwindingroad.wordpress.com/>

Once told that it was his destiny to wander through life, Jerome takes a wide eyed view of life's wanderings through the eyes of the child that he was and blogs about the many things that has captured his imagination through life's journey.

Read Jerome's Hong Kong entries: <http://blog.omy.sg/hongkong/category/jerome/>