

PRESS RELEASE



FOR IMMEDIATE RELEASE

**Swire Family Fun Day (22 March 2025)
Hong Kong Maritime Museum Offers Free Admission and Family Activities to
Celebrate the Opening of the Swire Marine Discovery Centre**



合作夥伴 Partners



Hong Kong, 10 March, 2025 – Sponsored by Swire Group Charitable Trust (the Swire Trust), the Hong Kong Maritime Museum (HKMM) will organise Swire Family Fun Day on 22 March 2025, offering free admission to the public. On Fun Day, a series of informative and family activities on marine science and conservation, targeting family and children, will be presented, including guided tours to the Marine Science Gallery, talks, interactive game booths, and activity worksheets for children.

This year's Swire Family Fun Day marks a special milestone with the grand opening of the Swire Marine Discovery Centre, which features the newly unveiled Marine Science Gallery. Through immersive and interactive exhibits, marine life photographs, informative research and conservation programmes by local stakeholders, visitors can learn about the beauty and importance of sea life in Hong Kong's waters, gain an understanding of the effects of human activity on our marine environment, and

香港海事博物館有限公司 HONG KONG MARITIME MUSEUM LIMITED

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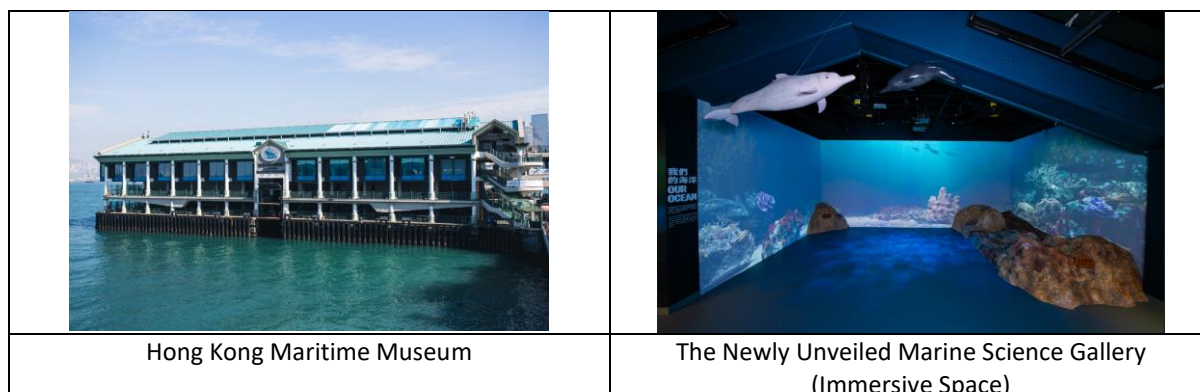


enhance their awareness of ongoing initiatives to sustain and conserve the local marine environment and biodiversity.

Themed “Our Connection with One Ocean”, the Fun Day aims to build and reinforce our connection with the ocean through education. HKMM is delighted to collaborate with multiple NGOs and other parties, including the Chinese University of Hong Kong (CUHK), Harbour School, The Fisher, Archireef, LumiVoce, Ocean Park Conservation Foundation (OPCF), The Nature Conservancy (TNC), World Wide Fund for Nature Hong Kong (WWF), Outdoor Wildlife Learning Hong Kong (OWLHK). Visit the museum to discover, explore and learn more about marine wildlife from below highlighted activities:

- **VR360 Underwater Survey Experiential workshop by Coral Academy of the CUHK**
Through specially produced underwater VR360 videos, participants can experience firsthand the underwater monitoring work conducted by researchers and appreciate the underwater ecology of Hong Kong.
- **Human Library - "Let Us Go Fishing" by The Fisher**
The descendant of fisherfolks, also known as the Fisher's team members, will hold a workshop to share their stories of growing up at sea, their unique language and showcase various fishing tools while introducing different types of boats. Participants will also have the chance to engage in interactive games

Through these activities and visits to the Marine Science Gallery, participants will gain more knowledge about the marine environment and its wildlife, discovering that the distance between humans and the ocean is not as far as it seems. The ocean regulates the Earth’s climate, brings us joy and food — whether through swimming, fishing, or diving for underwater monitoring work, people are closely connected to the ocean. However, human activities are damaging marine ecosystems, causing a decline in biodiversity that ultimately impacts our own survival, as we depend on the ocean for life. The museum hopes that through the Fun Day, the bond between humans and the ocean will be strengthened, echoing the theme "Our Connection with One Ocean," and spreading the crucial message of protecting the oceans.



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<p>The Newly Unveiled Marine Science Gallery (Interactive Installations)</p>	<p>The Newly Unveiled Marine Science Gallery (Interactive Installations)</p>
	
<p>Guided Tours</p>	<p>Marine Science Education Talks (Cantonese only)</p>
	
<p>Marine NGOs and Parties' Game and Information Booths (World Wide Fund for Nature Hong Kong)</p>	<p>Marine NGOs and Parties' Game and Information Booths (Archireef)</p>
	
<p>Marine NGOs and Parties' Game and Information Booths (Ocean Park Conservation Foundation)</p>	<p>Marine NGOs and Parties' Game and Information Booths (The Nature Conservancy)</p>

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Marine NGOs and Parties' Game and Information Booths (LumiVoce)	Marine NGOs and Parties' Game and Information Booths (Hong Kong Maritime Museum)
	
VR360 Underwater Survey Experiential Workshop by Coral Academy	Human Library - "Let us go fishing" by the Fisher

About Swire Marine Discovery Centre

Thanks to the generous support of the Swire Group Charitable Trust (the Swire Trust), the Hong Kong Maritime Museum opened the Swire Marine Discovery Centre (the Centre) in phases, starting with its adjoining hall and the Learning Centre on D Deck in 2023, and completing with the Marine Science Gallery in 2025.

The Centre provides a multi-purpose learning platform covering Hong Kong's marine environment where we can engage in important dialogue on marine science and conservation. Through the marine science education programme at the Museum, in collaboration with partners including the Government, NGOs, universities and educators, we strive to promote public understanding and appreciation for the marine environment and its wildlife, with a long-term mission of nurturing a sustainable and responsible approach towards the environment. Besides, we actively nurture and inspire young minds, and find solutions to environmental issues and challenges. The Centre also comprises an online resource platform and education programme providing myriad learning opportunities to students and the public.

Download Images: <https://bit.ly/4kquZms>

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Swire Family Fun Day

Date: 22 Mar 2025 (Saturday)

Time: 10:00 – 19:00

Venue: Hong Kong Maritime Museum, Central Pier No. 8

Details: <https://bit.ly/41le2fK>

Programme Details:

No registration required. Join on the day:

1. Marine NGOs and Parties' Game and Information Booths

Game and information booths will be provided by different marine NGOs and parties in Hong Kong, sharing marine protection information and knowledge.

Location: Special Events Gallery, B Deck, Hong Kong Maritime Museum

Time: 10:00 – 19:00

2. Marine Science Education Talks (Cantonese only)

Different marine NGOs and parties will talk about interesting marine creatures, environmental issues and human relationships with the ocean.

Location: Blue Ocean Hall, A Deck, Hong Kong Maritime Museum

2 sessions of approx. 1 hour each.

Session 1: Hong Kong Ecology and Guide for Family Nature Exploration
By Dr. Xoni MA of OWLHK
Time: 13:30-14:30

Session 2: Together! Safeguarding the Lantau Intertidal Mudflat and its Biodiversity
By Mr. Kayson LO of OPCF
Time: 14:45-15:45

3. Guided Tours (Cantonese only)

Guided tours to the new Marine Science Gallery on A Deck led by marine scientists of our museum, to enrich your understanding of marine science and conservation. Visitors are encouraged to make conservation pledges and take actions together for a sustainable future.

Starting and gathering point at Lobby, B Deck, Hong Kong Maritime Museum

3 sessions of approx. 45 minutes each.

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Session 1: 11:30-12:15

Session 2: 14:00-14:45

Session 3: 16:15-17:00

Pre-registration required for the following workshops via online forms.

4. VR360 Underwater Survey Experiential Workshop by Coral Academy of the CUHK

Through specially produced underwater VR360 videos, participants can experience firsthand the underwater monitoring work conducted by researchers and appreciate the underwater ecology of Hong Kong.

Location: Blue Ocean Learning Centre, D Deck, Hong Kong Maritime Museum

Time: 14:45-15:45

Registration link: <https://forms.gle/FrWtitYkKWuot8jK8>

Limited quota (first-come, first-served)

5. Human Library - "Let Us Go Fishing" by The Fisher

The descendant of fisherfolks, also known as the Fisher's team members, will hold a workshop to share their stories of growing up at sea, their unique language and showcasing various fishing tools while introducing different types of boats. Participants will also have the chance to engage in interactive games
(Only for ages 6 or above)

Location: Blue Ocean Learning Centre, D Deck, Hong Kong Maritime Museum

Time: 16:00-17:00

Registration link: <https://forms.gle/J8HNsMsCEuUz6pZSA>

Limited quota (first-come, first-served)

NOTES TO EDITOR

About Hong Kong Maritime Museum

The Hong Kong Maritime Museum (HKMM) is an independent, non-profit registered charity founded by members of the Hong Kong shipping industry, supported by the shipping business community, individuals and the Hong Kong SAR Government. As a cultural institution, we are dedicated to showcasing and preserving the maritime heritage and contemporary marine environment of Hong Kong and the South China Sea. Rooted in China, but looking to the world, we aim to inspire people's appreciation of their relationship with the sea. By connecting East and West, maritime cultural heritage and sustainable ocean development, we delve into the profound ties between people and the sea. Through our rich exhibitions and educational programs, we hope to cultivate public passion and respect

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for maritime culture and promote the sustainable development of the marine environment.

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Ticketing information

Adults: HK\$30 Seniors (aged 60 or above), full-time students (with valid ID), children (under 18) and people with disabilities (accompanied by a carer): HK\$15

*Discounts are available for group visits of 10 or more.

For the latest update on ticketing, opening hours and social distancing information, please visit www.hkmaritimemuseum.org

Venue

Hong Kong Maritime Museum, Central Pier 8

Follow us on [Facebook](#) and [Instagram](#) (@hongkongmaritimemuseum) for the latest updates on the exhibition.

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