

新聞稿  
Press release

**Lok Ma Chau Spur Line commemorative book**  
**wins international acclaim**

(25 March 2008, Hong Kong) The Kowloon-Canton Railway Corporation's Lok Ma Chau Spur Line commemorative book has received one Gold Award and two Silver Awards in the 21<sup>st</sup> Annual Mercury Awards, an international award honouring excellence in public relations and corporate relations.

Named "A New Way to Cross", the book provides a succinct record of the development of the Lok Ma Chau Spur Line – a second railway boundary crossing from Hong Kong to the mainland of China. It is designed to be a coffee-table book commemorative of a vital achievement and worthy as a keepsake.

The book won the Gold Award in the category of Design: Brochure – Perfect Bind and the Silver Award in the categories of Custom Publication: Construction Services and Writing: Brochure for its creativity, originality and effectiveness in achieving its intended purpose.

The annual Mercury Awards competition was established in 1987 by MerComm, Inc., the world's only independent awards organization, to promote excellence in the various fields of communications. This year, the competition has attracted over 970 entries from 23 countries.

- End -

Photo caption:

The Lok Ma Chau Spur Line commemorative book wins Mercury Awards.

