



PREMIERE

ERA

APRIL, 2012

Cheung Chau Bun Festival

Cheung Chau Bun Festival, also named as Cheung Chau Da Jiu Festival, is one of the traditional festivals in an island of Hong Kong. It is held from 5th to 8th April in Chinese calendar every year.

This activity has been held since late Qing dynasty. In the late Qing dynasty, people in Cheung Chau suffered from plague. Local residents set up an altar in front of Pak Tai Temple to pray their Taoist God of the Sea, Pak Tai, to drive away evil spirits. Eventually, the plague ended after the ritual. Since the plague, the local residents have been organizing activities ever year to express their gratitude to the god for blessing.

Highlights of Cheung Chau Bun Festival

Floating Parade



It is a spectacular procession in which children dressed up as mythological characters or legendary heroes in history and held aloft on hidden rods; appear to float above the heads of the crowd.

Bun snatching

During the festival, three giant 60-foot towers, named as Bun Mountains, covered fully with buns will be set up in front of Pal Tai Temple of Cheung Chau. During mid-night of the first day of the festival, a Bun Snatching Race will be held. Young men race up the tower to snatch buns; the higher the bun they could get, the better fortune it will bring to their whole families in the coming year.



Official homepage: <http://www.cheungchau.org/>

The Earth Day Marked in China

Earth Day, celebrated on every April 22th, is an annual day on which events are held worldwide to increase awareness and appreciation of the Earth's natural environment. Earth Day is now coordinated globally by the Earth Day Network, and is celebrated in more than 175 countries every year.



1. About 100 university students ride bicycles and go on a three-hour "green trip" around the Haidian District in Beijing on April 22, 2009.

2. A teacher tells children how a robot has been made from waste materials in the Hongqiao Kindergarten of Suzhou, Jiangsu Province on April 20, 2009.

3. Soldiers and students collect garbage on a beach in Wenzhou, Zhejiang Province, on April 20, 2009

Awards



Premiere Logistics was awarded the "2012 Million Dollars Award" from Yangtze River express for the second year.



Appendix: Data & Charts

Crude Oil Price



Yuan Renminbi to US Dollar Exchange Rate

