

eLong, Inc.  
Form 6-K  
January 06, 2016

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**Form 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of January 2016

Commission File Number: 001-50984

**eLong, Inc.**

(Exact Name of Registrant as Specified in its Charter)

**Block B, Xingke Plaza Building  
10 Middle Jiuxianqiao Road**

**Chaoyang District**  
**Beijing 10015, People's Republic of China**

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F        Form 40-F   

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

Press Releases

On January 6, 2016, the registrant announced the appointment of Mr. David Zhou as its Chief Operating Officer, effective January 6, 2016. A copy of the press release issued by the registrant regarding the foregoing is filed herewith as Exhibit 99.1 and is incorporated herein by reference.

Exhibits.

99.1 Press release

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ELONG, INC.

By :/s/ Philip Yang  
Name: Philip Yang  
Title : Chief Financial Officer

Date: January 6, 2016