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For Immediate Release

## **Kerry Properties presents “HONG KONG STREETATHON 2023” Charity Run 12.17**

### **The first Marathon in the Heart of the City A cross-Harbour Half-marathon An innovative 10km racecourse The first “STREETATHON Asia YOUTHRUN 10K 2023” Public registration starts on 7.20**

HONG KONG, 12 July 2023 – Organized by the social enterprise "RunOurCity", and title sponsored by Kerry Properties Limited (“Kerry Properties”), the "HONG KONG STREETATHON 2023" charity run will take place on Sunday, December 17th, 2023. The event includes the first marathon (42.195km) located in the heart of the city, a cross-harbour half marathon (21.0975km), an innovative 10km route across the Tseung Kwan O Cross Bay Bridge and the Tseung Kwan O-Lam Tin Tunnel, and the first-ever “STREETATHON Asia YOUTHRUN 10K 2023” event. There are a total of 20,000 quota places available, including 1,500 reserved for overseas runners. Public registration for the event will begin on July 20th, 2023, on a first-come-first-served basis. (Event website: <http://streetathon.com/eng/>).

This year's "HONG KONG STREETATHON 2023" is honored to be one of the projects under the Hong Kong Tourism Board's "Pilot Scheme for Characteristic Local Tourism Events", which aims to promote Hong Kong's quality tourism image and attract more overseas runners to the city.

Mr. Andes Leung Pak-hang, CEO and co-founder of RunOurCity, said: "After ten years of perseverance, overcoming the challenges posed by the pandemic, with determination and creativity, and with the active participation and support of various government departments, the business community, and numerous non-government departments (NGOs), our dream has come true at the 8th 'HONG KONG STREETATHON'. We successfully created the city's first marathons located in the city center, as well as many other the first-time and innovative attempts, including opening up the Tseung Kwan O Cross Bay Bridge and the Tseung Kwan O-Lam Tin Tunnel to running events for the first time; organizing the 'STREETATHON Asia YOUTHRUN 10K 2023', a new category specially designed encourage students to participate in long-distance running; creating a new model for social impact by collaborating with various NOGs and charities to advocate for the United Nations' seven sustainable development goals; and establishing a new charity fundraising platform for various charitable organizations. We have also added different themed events to create a meaningful and fun-filled week-long STREETATHON for runners, in response to the event's them for this year, 'Marathon for Good. Party for All'."

Kerry Properties Limited states that, "As a company committed to corporate social responsibility, our focus at Kerry Properties has always been on fostering community growth



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and development. With this event, we hope to encourage citizens to lead a healthy lifestyle while supporting local charitable causes, thus jointly creating greater social benefits. We look forward to working hand in hand with the community to promote inclusive social development.”

## **The first Marathon in the Heart of the City**

Full marathon: Starts from the Eastern Corridor (near the East Point City Park), runners can run through the Central-Wan Chai Bypass, Lung Ku Road, turn back at Yiu Sing Street, enjoy the beautiful Victoria Harbour view from the Eastern Corridor, turn back at near A Kung Ngam Road in Shau Kei Wan, and cross the Eastern Harbour Crossing on foot from Hong Kong Island to Kowloon. The route passes through the innovative environmental project at Cha Kwo Ling, the green park built by the city pumping station, and the improved Tsui Ping River after water quality improvement. Run on the Kwun Tong Bypass and end at the Kwun Tong Promenade, with a panoramic view of the prosperous Hong Kong Island across the harbour. Run through Kwun Tong's industrial, commercial, and residential areas, pass through the Kai Tak Tunnel, shuttle through the East Kowloon Corridor with tall buildings on both sides, and reach the finish line at San Shan Road in To Kwa Wan, experiencing the fun of a marathon in the city center.

## **A cross-Harbour Half-marathon**

Half marathon: Starts from the Eastern Corridor (near the East Point City Park), crosses the Eastern Harbour Crossing on foot, runs on the Kwun Tong Bypass, extends to the Kai Tak Tunnel and the East Kowloon Corridor, and ends at San Shan Road in To Kwa Wan. The HONG KONG STREETATHON's first cross-harbor half marathon, covering a distance that wanders around Hong Kong and Kowloon to enjoy the Victoria Harbour scenery from different angles.

## **Innovative 10km running course**

Uses a brand new route, starting from Tseung Lam Highway (near the Lohas Park), running on the Cross Bay Bridge, entering the Tseung Kwan O - Lam Tin Tunnel, passing through the Cha Kwo Ling innovative environmental project, the green park built by the city pumping station, and the improved Tsui Ping River after water quality improvement, running on the Kwun Tong Bypass, and ending at the Kwun Tong Hoi Bun Road.

"HONG KONG STREETATHON 2023" has also received support from the "The Greater Bay Area Homeland Youth Community Foundation" and launched the first "STREETATHON - Asian YOUTHRUN 10K 2023" event specifically designed to encourage school students to participate in long-distance running activities. Participants must be full-time students aged 12-25, with the goal of becoming the largest youth 10km race in Asia.



## Details of the 'HONG KONG STREETATHON 2023' Charity Run presented by the Kerry Properties:

Date: Sunday, December 17, 2023

	Category	Start Time	Time Limit	Award	Age Limit	Quota	Price (HKD)
<b>Marathon</b>	Elite	05:00	6 hours	Yes	18-75	6,000	\$520
<b>Half Marathon</b>	Elite	04:45	2 hours 30 minutes	Yes	16-75	1,500	\$420
	Challenge	06:50	3 hours	No	16-75	2,500	
<b>10K</b>	Elite	09:30	1hour 30 minutes	Yes	12-75	4,500	\$350
	Challenge	10:15	1hour 45 minutes	No	12-75	4,000	
	STREETATHON-Asia YOUTHRUN 10K 2023	10:00	2 hours	Yes	12-25	1,500	\$150

To create a week-long STREETATHON for runners, the following events will take place:

Date	Event
December 9, 2023	STREETATHON FAMerry RUN @MegaBox
December 9-16, 2023	STREETATHON Runners EXPO
December 16, 2023	STREETATHON GREENRUN
December 16, 2023	STREETATHON Runner Party
December 17, 2023	STREETATHON Asia YOUTHRUN 10K 2023 powered by The Greater Bay Area Homeland Youth Community Foundation
December 17, 2023	Kerry Properties presents "HONG KONG STREETATHON 2023"

### The Strongest Support MTR will provide early trains.

Kerry Properties presents "HONG KONG STREETATHON 2023" will continue its tradition of providing the best cheering and local delicacies for runners, and focuses on enhancing runners' experiences with the support of various businesses, providing the following benefits:

- MTR will provide early trains for the full and half marathon runners, as well as increasing the frequency of trains to the 10K starting point at Sunrise City. Details of the early train routes and



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schedules will be announced at the road closure and traffic arrangement briefing before the event.

- CITIC Pacific fully supports the event and its subsidiary manages the Central-Wan Chai Bypass and Eastern Harbour Crossing, which will be made available for the “HONG KONG STREETATHON 2023” as part of the event route.
- Li-Ning will provide high-quality event T-shirts for 20,000 runners and all staff to ensure maximum comfort during the run.
- Cathay Pacific will provide 20 air tickets as prizes for the winners, encouraging runners to travel around the world.
- RunLap Research Centre will provide comprehensive sports science research services and reports for 138 winners.

## **STREETATHON Creating a New Model to Leverage Social Impact**

Kerry Properties presents “HONG KONG STREETATHON 2023” will collaborate with various charity organizations and NGOs, including RunOurCity Foundation's "Youth.ALL" and "BEE Family Coach" programs, Blind Sports Hong Kong, the Hong Kong Network for the Promotion of Inclusive Society, RUN Hong Kong, Teen's Key Hong Kong, the Peak Hunter Foundation, VolTra, **Buddhist Fat Ho Memorial College, Hong Kong Stretching Exercise Association, Pegasus Athletics Club and Running Man Athletic Club.** Together, they advocate for the seven United Nations Sustainable Development Goals, focusing on good health and well-being (Goal 3), gender equality (Goal 5), reduced inequalities (Goal 10), sustainable cities and communities (Goal 11), responsible consumption and production (Goal 12), climate action (Goal 13), and partnerships for the goals (Goal 17), creating the most meaningful and fun marathon for all! They have created a new model to leverage social impact, partnering with multiple NGOs and charities to advocate for the Sustainable Development Goals, a new charity fundraising platform for various charities, and joining different themed projects to create a week-long and most meaningful STREETATHON for runners!

## **STREETATHON - A New Platform for Charity Fundraising**

As an innovative social enterprise, "RunOurCity" is committed to developing running activities in the city, connecting with the community, and using STREETATHON to collaborate with various charities to provide a fundraising platform to create greater social benefits. Kerry Properties presents “HONG KONG STREETATHON 2023” charity run will provide fundraising platforms for the following charities and projects, including RunOurCity Foundation's "Youth.ALL" and "BEE Family Coach" programs, Blind Sports Hong Kong, The Hong Kong Network for the Promotion of Inclusive Society, RUN Hong Kong, Teen's Key Hong Kong, The Peak Hunter Foundation and VolTra.

### **Charity Organization Introduction:**

- ✧ "RunOurCity Foundation's 'Youth.ALL' and 'BEE Family Coach' programs are designed to arouse public awareness on health and wellness, and to build a healthy habit. The running courses of 'Youth.ALL' are designed by three local universities, namely The Chinese University of Hong Kong, Hong Kong Baptist University, and The Hong Kong Polytechnic



University, and led by running coaches experienced in training SEN students. The aim is to build confidence of SEN youth, give parents respite and equip them with knowledges to enhance family relationship. The 'BEE Family Coach' program aims to promote healthy living, prevent diseases, increase family communication, and rebuild mutual care for families, especially low-income and professional driver families in Hong Kong.

- ✧ Blind Sports Hong Kong was formed with the aim to provide running and physical training for the visually impaired. The voluntary coaches are professionally trained and qualified to carry out the training through structured activities such as fitness enhancement exercises, walking and distance running. Irrespective of the age groups, the aim is to enhance the physical mobility, the general health well being and to deliver positive influence to the visually impaired and the individuals suffering from long term illnesses. This also serves as a social platform to encourage the visually impaired to step out of darkness and reintegrate them into the community. Over the years, BSHK has expanded to have their members involved in different sporting activities.
- ✧ The Hong Kong Network for the Promotion of Inclusive Society's aim is to promote a culture of inclusion for people with disabilities and to encourage their active participation in the fields of sports and rehabilitation, education empowerment, inclusive technology, and cultural participation. And Fearless Dragon Running Team, the pronunciation of which sounds like “blind” (/maang/) and “deaf” (/lung/) in Cantonese, is a distance running team consisting of people with visual and hearing disabilities. They have been active in the running community, promoting inclusive running, mutual support, and tolerance. They actively participate in charity events and practice where they can help oneself while helping others.
- ✧ RUN Hong Kong supports vulnerable refugees, particularly women, to build resilience and nurture self-reliance for a more hopeful future. With sport as the springboard and education as the foundation, RUN Hong Kong helps refugees to create a life of safety and dignity, in Hong Kong and beyond.
- ✧ Teen's Key Hong Kong is a young women-led frontline charity that is dedicated to promoting gender equality and sexual reproductive health. They offer comprehensive sexuality education and holistic treatment services, including a 24/7 hotline, counseling, STD testing, and post-crisis life enrichment programs to support young women in crisis. This includes pregnant teens, young mothers, and young female sex workers. At Teen's Key, they aim to empower young women to actualize their full potential and thrive in a safe environment. They believe that all young women, even those facing crises, should be able to reconnect with their dreams and aspirations.
- ✧ The Peak Hunter Foundation (TPHF) became a registered charity in March 2022. TPHF firmly believes exercising in nature can train strong minds and improve perseverance, which are critical elements in youth development. TPHF strives to promote activities in nature to youngsters, with the aim of making such activities more universal. Furthermore, they hope such activities can help youngsters understand themselves better, hence

promoting youth development where physical, mental and emotional well-being are addressed, and a balance in life shall be achieved in the long run.

- ✧ Founded in 2009, VolTra is registered as a charity, aiming to encourage everyone to actively participate in global and local actions. By planning a variety of local and overseas volunteer projects, VolTra broadens the global and local vision of the participants and inspires them to turn their ideas into actions.

Download "HONG KONG STREETATHON 2023" Full Marathon, Half Marathon & 10K route maps	<a href="https://drive.google.com/drive/folders/1vBF7IYYJIUAyb8yay9M6gRhb1rpO4yT-?usp=sharing">https://drive.google.com/drive/folders/1vBF7IYYJIUAyb8yay9M6gRhb1rpO4yT-?usp=sharing</a>
Download Eat, Play Run event highlights of "HONG KONG STREETATHON"	<a href="https://drive.google.com/drive/folders/19T084CBz2PUeGnVysWTvOImDRibbeHE?usp=sharing">https://drive.google.com/drive/folders/19T084CBz2PUeGnVysWTvOImDRibbeHE?usp=sharing</a>
Download "HONG KONG STREETATHON" event highlights video	<a href="https://drive.google.com/file/d/1mts8skaKqVaj6qjb0-zxIndytcNFgik/view?usp=sharing">https://drive.google.com/file/d/1mts8skaKqVaj6qjb0-zxIndytcNFgik/view?usp=sharing</a>

## About "RunOurCity"

"RunOurCity" was founded in 2013 as an innovative social enterprise aimed at promoting running to transform lives. Its flagship program "YOUTH.ROC" has successfully trained over 12,000 young people to complete a 10K run, building their confidence and resilience while improving their physical health. "RunOurCity" has also held various large-scale running events in different areas, attracting nearly 130,000 runners to participate in different races and activities, raising funds for over 30 organizations in need.

RunOurCity website: [runourcity.org](http://runourcity.org)

RunOurCity Facebook: [www.facebook.com/runourcityhongkong](https://www.facebook.com/runourcityhongkong)

RunOurCity Foundation Facebook: [www.facebook.com/RunOurCityFoundation](https://www.facebook.com/RunOurCityFoundation)

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