

**To: Local News/ Supplement/ Lifestyle/ Interview Director/ Editor
Press Release
For Immediate Release**

**“KERRY HONG KONG STREETATHON 2024” Charity Run on December 8
The Exclusive City-centered Marathon around Victoria Harbour
Pioneering Five-senses Marathon Experience
Introducing the Family Category for the First Time
Enhanced City Center Route Planning with Convenient Same-day Baggage Storage
for Runners
Registration Opens on July 25**

[Click here to download HD photo](#)



HONG KONG, July 18, 2024 - Organised by the social enterprise “RunOurCity” and title sponsored by Kerry Properties Limited (“Kerry Properties”), the “KERRY HONG KONG STREETATHON 2024” charity run will be held on Sunday, December 8, 2024, in the morning. The event includes the renowned full marathon (42.195km), which is the first of its kind in the city center and takes place around Victoria Harbour, a cross-harbour half marathon (21.0975km) located in the core districts, the one and only 10km route crossing the Tseung Kwan O Cross Bay Bridge and Tseung Kwan O-Lam Tin Tunnel, and the “STREETATHON - Asia YOUTHRUN 10K 2024” supported by “The Greater Bay Area Homeland Youth Community Foundation” which is specially designed to motivate students to participate in long-distance running. For the first time, a new family category has been introduced to

encourage young people to participate in the 10km run. Additionally, a brand-new running experience called “Five-senses Marathon” will be debuted, engaging all five senses of runners to provide visual, auditory, gustatory, olfactory, and tactile enjoyment along the route. The marathon route and event arrangement will be also enhanced by— adding the Tseung Kwan O Cross Bay Bridge and Tseung Kwan O-Lam Tin Tunnel to the full marathon and adjusting the starting point for the 10km run to Tiu Keng Leng. For the convenience of the runners, the event will also provide same-day baggage storage service on the event day. There will be a total of 20,000 quotas available. Public registration for the event will be starting from July 25 2024 (next Thursday) on a first-come, first-served basis (Event website: <http://streetathon.com/en/>).

This year’s “KERRY HONG KONG STREETATHON 2024” will extend special invitations to celebrity runners, marathon KOLs, and professional running clubs from mainland China and Asia, creating a vibrant atmosphere for this city-wide running extravaganza.

Mr. Andes Leung Pak-hang, CEO and co-founder of RunOurCity, said: “We have been committed to promoting marathons in the city center. With determination and creativity, and with the active participation and support of various government departments, the business community, and numerous non-government departments (NGOs), we have pioneered and sustained street marathons around Victoria Harbour and the city center. In the ninth ‘KERRY HONG KONG STREETATHON 2024’, we have enhanced the running routes by adding the Tseung Kwan O Cross Bay Bridge and Tseung Kwan O-Lam Tin Tunnel to the full marathon route and relocating the starting point to Tiu Keng Leng for 10km run to minimize the impact of strong winds that may cause the closure of the Tseung Kwan O Cross Bay Bridge. We have also introduce a family category in the ‘STREETATHON - Asia YOUTHRUN 10K 2024’ for the first time to encourage young people to participate in long-distance running. For the convenience of the runners, the event will also provide same-day baggage storage service on event day. The ‘KERRY HONG KONG STREETATHON 2024’ is not just a running event, it also creates a unique social impact platform. The collective force has amassed over double the involvement of SDG partners of the previous year. It will join forces with 25 charitable organisations, NGOs, running clubs, and schools to advocate for the seven Sustainable Development Goals of the United Nations. Furthermore, it is a new fundraising platform to support charity initiatives. This year, we aim to create the most meaningful marathon by bringing the first ever ‘Five-senses Marathon’ into the event to enhance the overall running experience, and incorporating various themed events for a week to sustain this year’s theme ‘Marathon for Good. Party for All!’”

Kerry Properties Limited stated that, “As a socially responsible company, Kerry Properties has always been committed to community development and sustainability. We are delighted to continue our title sponsorship of this year’s KERRY HONG KONG STREETATHON, in hopes of encouraging citizens to adopt a healthy lifestyle. Kerry Properties looks forward to collaborating with the community and stakeholders to promote inclusive social development.”

The Only Full and Half Marathon in the City Center

Full Marathon: Starts from the Eastern Corridor (near East Point City Park), runners can run through the Central-Wan Chai Bypass, Lung Wo Road, turns back at Yiu Sing Street, enjoys the beautiful Victoria Harbour view from the Eastern Corridor, crosses 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. Runs on the Kwun Tong Bypass, and ends at the Kwun Tong Promenade, with a panoramic view of the prosperous Hong Kong Island across the harbour. Runs through Kwun Tong's industrial, commercial, and residential areas, passes through the Kai Tak Tunnel, shuttle through the East Kowloon Corridor with tall buildings on both sides, and reaches the finish line at San Shan Road in To Kwa Wan, experiencing the fun of a marathon in the city center.

Half Marathon: Starts from the Eastern Corridor (near the East Coast 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 cross-harbour half marathon covers a distance that wanders around Hong Kong and Kowloon to enjoy the Victoria Harbour scenery from different angles.

10km Running Course: Starts from Tseung Lam Highway (near Tong Yin Street), runs on the Cross Bay Bridge, enters the Tseung Kwan O - Lam Tin Tunnel, passes 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, runs on the Kwun Tong Bypass, and ends at Kwun Tong Promenade.

STREETATHON - Asia YOUTHRUN 10K 2024

The “KERRY HONG KONG STREETATHON 2024” is once again fully supported by “The Greater Bay Area Homeland Youth Community Foundation” to hold the “STREETATHON - Asia YOUTHRUN 10K 2024” event, encouraging 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. For the first time, a new family category has been introduced to encourage young people to participate in the 10km run. One of the participants must be a full-time student aged 10-25. If the participant is aged 10-11, they must be accompanied by an adult aged 18 years old or above.

Details of the “KERRY HONG KONG STREETATHON 2024” Charity Run :

Date: Sunday, December 8, 2024

	Category	Start Time	Time Limit	Award	Age Limit	Quota	Fee (HKD)
Marathon	Elite	05:15	6 hours	Yes	18-75	4,500	\$620
Half Marathon	Elite	05:45	2 hours 30 minutes	Yes	16-75	1,000	\$520
	Challenge	06:45	3 hours	No	16-75	4,500	
10K	Elite	09:00	1 hour 45 minutes	Yes	12-75	4,000	\$420
	Challenge	10:00	2 hours	No	12-75	4,500	
	STREETATHON - Asia YOUTHRUN 10K 2024	09:30	2 hours	Yes	12-25	1,500	\$150
	STREETATHON - Asia YOUTHRUN 10K 2024 (Family)			Yes (one participant must be 10-25 years old)	One participant must be 10-25 years old. If the participant is 10-11 years old, they must be accompanied by an adult aged 18 years old or above		

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

Date	Event
December 1, 2024	STREETATHON – Wellness Fiesta
December 4-7, 2024	STREETATHON - Runner’s Expo
December 7, 2024	STREETATHON - Runner’s Party
December 8, 2024	STREETATHON - Asia YOUTHRUN 10K 2024 powered by The Greater Bay Area Homeland Youth Community Foundation
December 8, 2024	KERRY HONG KONG STREETATHON 2024

The Strongest Support from MTR with Additional Morning Trains

In line with the spirit of “Eat, Play, Run”, the “KERRY HONG KONG STREETATHON 2024”, apart from delivering the best cheering and authentic local delicacies to the runners, they also enhance the overall runners’ experience with the generous support of various sectors of the business community, the benefits to all runner as below :

- Li-Ning will provide high-quality event T-shirts for 20,000 runners and all staff to ensure maximum comfort during the run.
- MTR will provide early trains for the full and half marathon runners. Details of the early train routes and train frequency enhancement will be announced at the road closure and traffic arrangement briefing before the event.
- Bupa Hong Kong will be the Healthy Cities partner, supporting the wellbeing of runners and community in Hong Kong, as well as leaving a positive impact on the planet.
- CITIC Pacific fully supports the event. The Central-Wan Chai Bypass and Eastern Harbour Crossing managed by its subsidiary will be made available as part of the route for the “KERRY HONG KONG STREETATHON 2024”.

Groundbreaking “Five-Senses Marathon” Delivers a Fulfilling Experience for Runners

“RunOurCity” always prioritized the enjoyment in running. This year, a groundbreaking initiative called the “Five-Senses Marathon” has been introduced to provide a whole new experience for runners. Along the route, runners will encounter sensory delights that engage all five senses, allowing them to focus on themselves and reconnect with their own sensations.

Visual: As the only marathon in Hong Kong takes place around Victoria Harbour and the city center, runners can enjoy the scenery from different angles, with performances along the way to delight the eyes.

Auditory: Select sections of the route will feature themed music to soothe runners' emotions and allowing them to relax and enjoy the pleasure of running. It is a chance to "Run for Fun" and simultaneously "Run to Relax".

Olfactory: Aroma diffusers will be placed along certain sections of the route, filling the air with pleasant scents, revitalizing their minds and bodies of fatigued runners.

Gustatory: Staying true to the "Eat, Play, Run" theme, the unique local village delicacies such as big bowl feast, steamed glutinous rice cake will be provided at Cha Kwo Ling Park and refreshment stations to promote local culture.

Tactile: Near the finish line, runners can high-five cheering teams with oversized hand palms which serves as a celebration of their achievement.

STREETATHON – A Novel Charity Fundraising Platform Pioneering a Social Impact Model of Doing Good and Having Fun

The "KERRY HONG KONG STREETATHON 2024" creates a unique social impact platform. The collective force has amassed over double the involvement of SDG partners of the previous year. It will join forces with 25 charitable organisations, NGOs, running clubs, and schools including RunOurCity Foundation's "Youth.ALL" and "BEE Family" programs, Blind Sports Hong Kong, Child Builder, Christian Family Service Centre, Hong Kong Family Welfare Society, Hong Kong Federation of Women's Centres, The Hong Kong Sheng Kung Hui Lady MacLehose Centre – Integrated Family & Community Service, Hong Kong Network for the Promotion of Inclusive Society- The Fearless Dragon Running Team, Hong Kong Stretching Exercise Association, Kathy Yip Cancer Stretching Exercise Fund, People Service Centre, RUN Hong Kong, Star Family, The Green Earth, The Hong Kong Federation of Youth Groups Community Team Sports Office, Voltra Hong Kong, WWF Hong Kong, Running Man Athletic Club, SciMax Sports Limited, World Running Club, The Reverse Flash Running Team, Buddhist Fat Ho memorial College, Fortress Hill Methodist Secondary School, Hong Chi Lions Morninghill School. Together, they advocate for the seven Sustainable Development Goals of the United Nations, 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! As the Impact Partner of KERRY HONG KONG STREETATHON 2024 this year, SVhk will launch a Corporate SDG Crew initiative, trying to involve corporate to achieve SDG goals and to crease their wellness culture together. 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. The “KERRY HONG KONG STREETATHON 2024” 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, Child Builder, Christian Family Service Centre, Hong Kong Family Welfare Society, Hong Kong Federation of Women’s Centres, The Hong Kong Sheng Kung Hui Lady MacLehose Centre – Integrated Family & Community Service, Hong Kong Network for the Promotion of Inclusive Society- The Fearless Dragon Running Team, People Service Centre, RUN Hong Kong, Star Family, The Green Earth, The Hong Kong Federation of Youth Groups and VolTra Hong Kong.

Introduction to Participating Charities, NGOs, Running Clubs and Schools in the “KERRY HONG KONG STREETATHON 2024” :

- 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 in 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 its members involved in different sporting activities.
- The mission of Child Builder is to open children's eyes to new experiences and new ideas, enhance their creative thinking abilities, and widen their horizons.
- Christian Family Service Centre (CFSC) was established in 1954 by Miss Muriel Boone, a United Presbyterian missionary, to help Mandarin speaking refugees. Material aid, financial support and guidance in finding jobs were provided to needy families. The Agency was first located in 221 Sai Yee Street Mongkok and moved to 3 Tsui Ping Road, Kwun Tong in 1965. In the early years, it was necessary to depend on gifts from churches

overseas to finance the programme. However, the Hong Kong Government and The Community Chest have started to provide financial support as well since 1969. Over the years, the Agency's work gradually extended and it has now developed into a multi-service agency, with the mission to support and enhance family functioning and to foster an environment for growth and change. We provide multi-services including: Children & Family Services, Youth & Education Services, Elderly Care Services, Services for People with Disabilities, Mental Health Services, Active Ageing Services, Primary Health Care Services, Opportunities & Inclusion for People with Disabilities, Environmental Protection & Green Living, Community Development Services, Employee Service Consultancy.

- With a “family-centric” perspective, the Hong Kong Family Welfare Society (HKFWS) are committed to delivering quality and professional social services to enhance the wellbeing of families and individuals in Hong Kong and foster a caring community. HKFWS offers diverse services, including integrated family services, childcare services, integrated youth services, community care and support services for the elderly, and special services.
- Hong Kong Federation of Women’s Centres is founded in 1981, is a non-partisan and non-religious women's organization. We concern about the situation of grassroots women, and promote gender equality in Hong Kong through WOMEN’S SERVICES, GENDER EDUCATION and POLICY ADVOCACY. Through our women centres, we develop volunteer networks, provide appropriate services for women, and develop their potential. HKFWC enables women to develop their Confidence, Independence and Competence.
- The Hong Kong Sheng Kung Hui Lady MacLehose Centre (“Organization”) was established in November 1973. To express the love of Jesus Christ, we have dedicated to serve all people with the spirit of "Not to be served, but to serve", with the ultimate goals of "Not to be served, but to serve", with the ultimate goals of "Community Building, Community Care, Community Health, Building Community Capital and Community Cohesion" through diversified and comprehensive social services. Since April 2017, the Centre has been wholly owned by Hong Kong Sheng Kung Hui Welfare Council Limited.
- 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.

- Hong Kong Stretching Exercise Association aims to promote stretching exercises to public for enhancing quality of life, bring them to healthy life style from all walks of life.
- In order to realize the mission of supporting the less resource communities in Hong Kong, People Service Centre have continued to develop our core services in four major areas: Food Friend Action, Children and Family Support Services, Elderly Services, Community Mutual Aid and Public Education. We will not only provide quality services, but also emphasize the strategies of “promoting self-help, encouraging participation, community collaboration, and community educational and advocacy.
- 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.
- Founded in 2016 and recognised as a statutory charity on 16 October 2019, Star Family is a non-governmental organization formed by a group of parents of children with special education needs. Parents can share their experience and strategies for handling day-to-day challenges and get support from each other.
- The Green Earth launched the “Green Event Campaign” in 2016. Working with event organizers, we promote an environmentally responsible event culture paying attention to better use of resources and waste reduction. By now, we have supported more than 150 large-scale events in their implementation of Green Event measures.
- The Hong Kong Federation of Youth Groups Community Team Sports Office was established in 2015 with the aim of providing teenagers equal opportunities to engage in sports. We organize a diverse range of sustainable sports events that not only promote physical activity but also incorporate elements of social services and environmental protection. Through active participation in our events, teenagers have the unique opportunity to learn and explore important social issues such as social care and environmental conservation.
- 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, we broaden the global and local vision of the participants and inspire them to turn their ideas into actions.
- Kathy Yip Cancer Stretching Exercise Fund was established in 2023. Mrs Kathy Yip died of liver cancer in 2018 at the age of 39. The founders, Mr. and Mrs. Yuki Lam Cheng Yuk-Fung and Mr. Ricky LAM Ting-Kwong established the foundation after the death of

their sister. Through the foundation, they hope to develop a more reliable and effective exercise program in the prevention of cancer to reduce the physical symptoms of patients. Discomfort and impact on family members.

- WWF Hong Kong is one of Hong Kong's leading environmental charitable organisations. We have been working since 1981 to ensure a better environment for the present and future generations in Hong Kong through implementation of a wide range of focused conservation and environmental education programmes in Hong Kong and Mainland China.
- The aim of Running Man Athletic Club is to build healthy sport life with all HK runners and prevent any injury through proper training and to promote Long distance running, form the teams as a family and raise the level of local runners.
- SciMax Sports Limited has a broad vision of launching the concept of sports science with maximum possibility, using professional and scientific methods to achieve physical health and effective training. iMax Sports Limited provides suitable sports training, especially including for seniors (60 years old or above) in healthy propose. Over 1000 students joined the program (professional running and physical fitness, etc.) to assist them in reaching a better healthy lifestyle.
- World Running Club was established in 2014 by Coach Sheung Yeung. The purpose is to promote long distance running and drive runners to run farther and longer. Coach Sheung has mottos are "persist, persist, persist" and "never stop, keep improving." We hope to lead all the runners to try a marathon, feel it and enjoy the moment.
- Buddhist Fat Ho Memorial College strives their best for developing various curricula, catering for learner diversity and individual interests. In order to enhance students' confidence and persistence, BFHMC organised a wide variety of sports activities and set up various sports teams. Through joining the extra-curricular activities, BFHMC hopes to develop their students to be a confident and motivated person who contributes to the society in future.
- Fortress Hill Methodist Secondary School is a government aided mainstream school committed to serving students with special education needs. It is with belief and conviction that all SEN students are capable of achieving their fullest potential. As we respect student's uniqueness and adopt a whole school approach to cater for students' diversities, all students are enabled to grow in a caring, respectful and inclusive environment. All students are empowered to reach their individual potential, respect and value themselves and others.
- Hong Chi Lions Morninghill School is the first school founded by the Hong Chi Association, established in 1965. It is a full-day subsidized special school that provides

primary to secondary education for children aged 6 or above with mild intellectual disabilities.

- The Reverse Flash Running Team has been in operation for five and a half years. The team's coach underwent two right knee surgeries in his youth due to basketball injuries. Over the past five years, he has challenged himself to participate in marathons, achieving a sub-3 hour completion time on fourteen separate occasions. His mission is to convey the message of "Challenging unlimited possibilities with limited abilities" and to promote proper running postures to reduce injuries, thereby achieving "Breakthroughs with no injuries."

Download “KERRY HONG KONG STREETATHON 2024” Full Marathon, Half Marathon, and 10K Route Maps	Click here to download
Download “HONG KONG STREETATHON” Eat, Play, Run Event Highlights	Click here to download
Download “HONG KONG STREETATHON” Video Highlights	Click here to download
Download “KERRY HONG KONG STREETATHON 2024” Press Conference Photos	Click here to download

Event Website: <http://streetathon.com/en/>

Facebook Page: <https://www.facebook.com/Streetathon/>

About “RunOurCity”

“RunOurCity” was founded in 2013 as an innovative social enterprise promoting running to transform lives. Its flagship program “YOUTH.ROC” has successfully trained over 14,000 young people to complete a 10K run, building their confidence and resilience while improving their physical health. “RunOurCity” has held various large-scale running events, attracting nearly 160,000 runners and raising funds for over 30 organizations in need.

RunOurCity website: runourcity.org

RunOurCity Facebook: www.facebook.com/runourcityhongkong



RunOurCity Foundation Facebook: www.facebook.com/RunOurCityFoundation

For media inquiries, please contact:

Hilda Ma (9774 5445) hilda@isplusing.com

Sherwin Wong (9687 2655) sherwin.wong@runourcity.org

- End -