

## Press Release

**“KERRY HONG KONG STREETATHON 2024” Charity Run  
Pioneering Five-senses Marathon Experience  
The Exclusive City-centered Marathon around Victoria  
Harbour  
Enhanced City Center Route Planning  
Join Hands to promote Inclusive Running Run with  
Positive Energy**

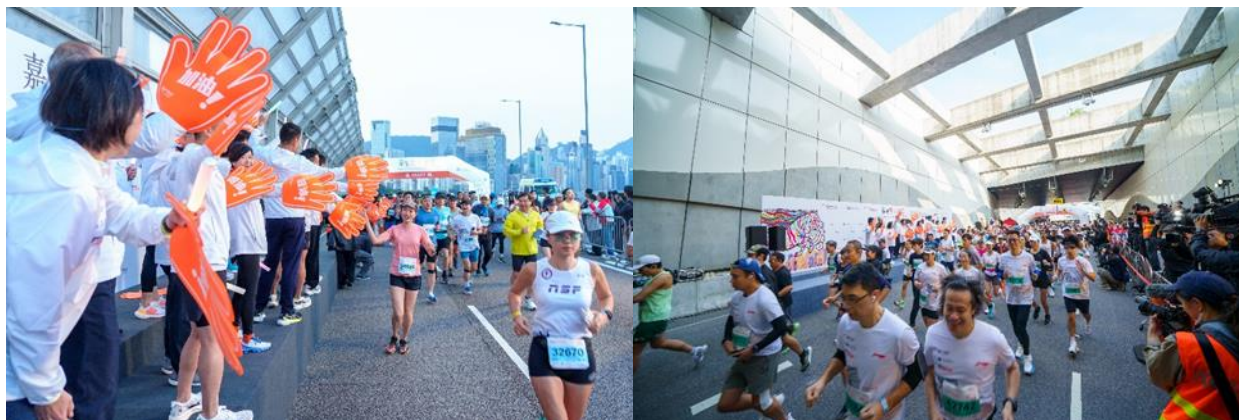


[Dec 8, 2024 - Hong Kong] - Organised by the social enterprise “RunOurCity” and title sponsored by Kerry Properties Limited (“Kerry Properties”), the “KERRY HONG KONG STREETATHON 2024” charity run was held successfully today. “RunOurCity” has always prioritized the enjoyment in running. This year, a groundbreaking initiative called the “Five-Senses Marathon” was introduced to provide a completely new experience for runners, attracting nearly 20,000 runners, including 16515 and 16347 completed the race.

The event included the renowned full marathon (42.195km), which was the first of its kind in the city center and took 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 was specially designed to motivate students to participate in long-distance running. Additionally, a brand-new running experience called “Five-senses Marathon” was be debuted, engaging all five

senses of runners to provide visual, auditory, gustatory, olfactory, and tactile enjoyment along the route.

The course design had also been enhanced, incorporating the Tseung Kwan O Cross Bay Bridge and the Tseung Kwan O-Lam Tin Tunnel into the Full Marathon. Additionally the starting point of the 10-kilometre race had been relocated to Tiu Keng Leng. The starting point of the 10-kilometre race had been relocated to Tiu Keng Leng. The six runs commenced at the Island Eastern Corridor and Tiu Keng Leng respectively, finishing at Hoi Bun Road Kwun Tong and San Shan Road To Kwa Wan.



The names and times of the first runners to cross the finish line in each race are as follows:

Full Marathon	Men's Champion	Law Ting Ching	02:30:26
	Women's Champion	Wong Mei Po	03:12:46
Half Marathon	Men's Champion	Choi Ming Lun	01:28:51
	Women's Champion	Yan Chi Yee	01:30:42
10km	Men's Champion	Ho Yung Yin	00:35:55
	Women's Champion	Hannah Bainbridge	00:43:54
STREETATHON - Asia YOUTH RUN 10K 2024	Men's Champion	Mok Tsz Him	00:36:31
	Women's Champion	Kwong Wing Kei	00:43:05

As of 12:30PM, a total of 206 people were recorded as feeling unwell or injured, with 4 people requiring hospitalization.

**Marathon for Good. Party for All!**

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 organisations (NGOs), we have pioneered and sustained street marathons around Victoria Harbour and the city centre. 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 for the 10km run Tiu Keng Leng to minimise the impact of strong winds that may cause the closure of the Tseung Kwan O Cross Bay Bridge. We had also introduced 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 also provided same-day baggage storage service on event day. The ‘KERRY HONG KONG STREETATHON 2024’ was not just a running event; it also created a unique social impact platform. This collective effort had amassed over double the involvement of SDG partners from the previous year. It joined forces with 26 charitable organisations, NGOs, running clubs, and schools to advocate for the seven Sustainable Development Goals of the United Nations. Furthermore, it served a new fundraising platform to support charity initiatives. This year, we aimed to create the most meaningful marathon by introducing the first-ever ‘Five-senses Marathon’ into the event to enhance the overall running experience, along with various themed events for a week to sustain this year’s theme ‘Marathon for Good. Party for All!’”

Kerry Properties Limited stated: “We look forward to using this event to advocate for seven of the 17 Sustainable Development Goals (SDGs), including health and well-being, equality and inclusion, sustainable communities, responsible consumption, climate action and partnerships. ‘STREETATHON - Asia YOUTHRUN 10K 2024’ had been successful in encouraging young runners aged between 12 and 25 to get involved in sports, and the participation of visually impaired runners had demonstrated the inclusive spirit of the event. The participation of young runners, older couples, visually impaired runners and pacemakers during the race highlights the importance of the Street Race in bringing the community together and contributing to the building of a better community”.





## Promoting Inclusion and Delivering Positive Energy

Since 2013, “RunOurCity” has always believed that running is not only fun for runners, but also brings positive changes to individuals, communities and the society as a whole. This year, KERRY HONG KONG STREETATHON 2024’ had attracted the participation from over 20 youth development organisations, rehabilitation and social welfare organisations, green groups, sports associations and schools. Alongside students from mainstream schools and school principals, there were also students with special educational needs, visually impaired individuals, and those with disabilities, with 645 teachers and students from 50 schools participating in the race. This demonstrated the inclusive spirit of “RunOurCity”, bringing together people from different backgrounds to share the joy of sports. Through training, young runners had honed their determination and established their life goals, embodying the spirit of perseverance.

Over the years, “RunOurCity” has organised various large-scale running events, attracting nearly 160,000 runners and raising funds for over 40 charitable organisations in need over the past ten years. Through its flagship programme “YOUTH.ROC”, which provides professional training for students with special needs, family health programmes and community running groups, “RunOurCity” hopes to use running as a bridge to open up infinite possibilities.

## Pioneering Citywide Run

“RunOurCity” has been committed to promoting marathons in the city centre. With determination and creativity, “RunOurCity” has pioneered and sustained street marathons around Victoria Harbour and the city centre. Runners ran through the Central-Wan Chai Bypass and enjoyed the beautiful Victoria Harbour from the Eastern Corridor, crossing the Eastern Harbour Crossing on foot from Hong Kong Island to Kowloon. The route passed through the innovative environmental project at Cha Kwo Ling, the green park built by the city’s pumping station, and the improved Tsui Ping River following water quality enhancements. It ran along the Kwun Tong Bypass, and concluded at the Kwun Tong Promenade, offering a panoramic view of the bustling Hong Kong Island across the harbour.

Participants experienced the marathon's fun as they navigated through Kwun Tong’s industrial, commercial, and residential areas, passed through the Kai Tak Tunnel, and shuttle along the East Kowloon Corridor, flanked by tall buildings on both sides, ultimately reaching the finish line at To Kwa Wan.

The cross-harbour half marathon covered a distance that meandered around Hong Kong and Kowloon, allowing participants to enjoy the Victoria Harbour scenery from various angles. The 10km race started from Tseung Kwan O, ran on the Cross Bay Bridge, entered the Tseung Kwan O - Lam Tin Tunnel, traversed these two major infrastructure projects, and finally arrived in the Kwun Tong district. For the first time, “STREETATHON - Asia YOUTHRUN 10K 2024” introduced a new family category to encourage young people to participate in the 10km run.

## Groundbreaking “Five-Senses Marathon”

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

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

**Auditory:** Tseung Kwan O-Lam Tin Tunnel featured themed music to soothe runners’ emotions allowing them to relax and enjoy the pleasure of running. It was an opportunity to “Run for Fun” and simultaneously “Run to Relax”.

**Olfactory:** Aroma diffusers were placed along the Kai Tak Tunnel, filling the air with pleasant scents, revitalizing their minds and bodies of fatigued runners.

**Gustatory:** Staying true to the “Eat, Play, Run” theme, unique local dim sum provided at Cha Kwo Ling Park and refreshment stations to promote local culture.

**Tactile:** Near the finish line, runners could high-five cheering teams with oversized hands, celebrating their achievement.

## Join forces with charitable organizations

The “KERRY HONG KONG STREETATHON 2024” created a unique social impact platform. The collective force had amassed over double the involvement of SDG partners of the previous year. It collaborated with 26 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!

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

As an innovative social enterprise, “RunOurCity” is committed to running into the city, connecting with the community, and providing a platform for charitable organisations to raise funds through street running, in order to create greater social benefits. “KERRY HONG KONG STREETATHON 2024” offered a fundraising platform for a number of

charitable organizations and projects, 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 and more.

<b>Download “KERRY HONG KONG STREETATHON 2024” Full Marathon, Half Marathon, and 10K Route Maps</b>	<a href="#">Click here to download</a>
<b>Download “HONG KONG STREETATHON” Eat, Play, Run Event Highlights</b>	<a href="#">Click here to download</a>
<b>Download “HONG KONG STREETATHON” Video Highlights</b>	<a href="#">Click here to download</a>
<b>Download “KERRY HONG KONG STREETATHON 2024” Press Conference Photos</b>	<a href="#">Click here to download</a>

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

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 15000 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](http://runourcity.org)

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

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

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