



香港業餘田徑總會
Hong Kong Amateur Athletic Association



FOR IMMEDIATE RELEASE

**“Together, We Run Further”
Standard Chartered Hong Kong Marathon 2019
Further Enhances Race Experience**

*Personalized Bibs for All Runners
Increased Quota for Full Marathon and 10KM Team Entry
Registration Begins on 12 September 2018*

HONG KONG (15 August 2018) – The Standard Chartered Hong Kong Marathon will take place on **Sunday, 17 February 2019**. For the first time, runners will be offered personalized bibs with their first name printed on them. Following last year’s overwhelming response to 10KM team entry and to address the growing demand for the Marathon category in recent years, the quota for team entry will be increased to 10,000; whereas the quota for the Marathon category will be increased by 4,000. The overall enrolment quota remains at 74,000. The registration for the public ballot entry of all races will start from 10:00a.m. on 12 September 2018.

A Series of New Elements to Further Enhance the Race Experience

- **Personalized Bibs**
In the 2019 race, all runners will receive a personalized bib with their first name. The Organiser wishes to make the bib a memento for all participants and to allow supporters to cheer for the runners in a more personal way along the route.
- **Finisher Medal for All Runners**
To encourage runners to challenge themselves and complete the race, all participants will be given a finisher medal upon completing the run. Marathon finishers can also engrave their name or a personalized message on their medal for free.
- **10KM Team Entry Quota increased to 10,000**
The 10KM team registration which was introduced for the first time in the 2018 race received great support from runners. Thus the Organiser has increased the 10KM public ballot entry (team) to 10,000 this year, which will be allocated to the 10KM Run 3 and 10KM Run 4, allowing runners to enjoy the race with their family and friends.
- **Further Quota Increase for Full Marathon**
With growing demand for the Marathon category, the enrolment quota has been further increased by 4,000 from 18,500 in 2018 to 22,500 in 2019.
- **New Time Standards for Priority Entry based on Runners’ Age**
The new arrangement will allow more elite runners of different ages to join the Standard Chartered Hong Kong Marathon 2019 via Priority Entry.
- **Digitized Race Services**
To provide runners with more convenience and promote a green marathon, runners can download the exclusive e-coupons & runners pack collection letter from the official website (www.hkmarathon.com) upon receiving the confirmation email, and collect their runners pack with the QR code provided in the letter. In addition, the mobile app for the Standard Chartered Hong Kong Marathon 2019, which will be launched later this year, will provide access to the digital race handbook and other race related information, as well as live tracking of runners of the Marathon, Half Marathon, 10KM and 10KM Wheelchair categories during the race.



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- **Used Shoes Donation**

Standard Chartered Hong Kong Marathon will continue to support the “Used Shoes Donation Project” by collecting used running shoes for the runners in need in Benin in Africa, promoting recycling and a green culture.

Public Ballot Entry and Priority Entry Arrangement

Standard Chartered Hong Kong Marathon 2019 will continue to adopt the public ballot entry arrangement.

- **Public Ballot Entry (Individual)**

Local and overseas runners can begin registration via the official website from **10:00a.m., 12 September 2018 to 7:00 p.m., 29 September 2018.**

- **10KM Public Ballot Entry (Team)**

Applicants can form a team of two to eight members to register. There will be a total of 10,000 enrollment quota, allocated to the 10KM Run 3 and 10KM Run 4. Only individual results will be available for each runner entered via public ballot entry (team), while team results and awards will not be provided. The date of registration and arrangement for the public ballot entry (team) are the same as for the public ballot entry (individual).

- **Priority Entry**

Application starts from **10:00a.m., 12 September 2018 to 7:00p.m., 17 September 2018.**

Enrolment Quotas, Route and Entry Fee

The enrolment quota for the Standard Chartered Hong Kong Marathon 2019 will remain unchanged at 74,000.

- The Marathon, Half Marathon and 10KM races will accommodate 22,500, 19,500 and 32,000 runners respectively.
- The “Charity Entry” quota for Marathon, Half Marathon, and 10KM races will remain unchanged at 600 with entry fee at HKD1,800, HKD1,600 and HKD1,500 respectively. After deducting the entry fee, all proceeds will go to the three beneficiaries.
- The iconic Nathan Road in Kowloon will be featured again in the Marathon and the Half Marathon in 2019 to offer runners a truly unique Hong Kong experience. The 10KM races will continue to be held at the Island Eastern Corridor.
- The entry fee for the 10KM races, Half Marathon and Marathon for local runners will be HKD360, HKD400 and HKD450 respectively.
- The entry fee for overseas runners for the above distances will be USD60, USD65 and USD70 respectively.
- The entry fee for “Family Run” (3,000 quota) and “Youth Dash” (1,000 quota) will be HKD180 per person and HKD200 per person respectively.

Standard Chartered Asia Miles Mastercard “Run for Miles” Programme Encourages Runners to Run Further and Earn Extra Asia Miles

In order to thank runners’ for their continuous support of the Standard Chartered Hong Kong Marathon, the Standard Chartered Asia Miles Mastercard “Run for Miles” Programme will continue this year. Successfully registered runners are entitled to earn up to 57,000 Asia Miles through this programme. The promotion period starts from 7 September, 2018 and runs through to the event day of Standard Chartered Hong Kong Marathon 2019 (17 February, 2019). This offer is applicable to runners who have successfully applied for the Standard Chartered Asia Miles Mastercard via a designated website and meet related requirements. For runners who are interested, please stay tuned for more information regarding the program on www.sc.com/hk
The above offer is subject to Terms & Conditions.



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The Standard Chartered Hong Kong Marathon 2019 has been designated a Brand Hong Kong event by the HKSAR government. Other sponsors of the Standard Chartered Hong Kong Marathon 2019 include: Western Harbour Tunnel Company Limited, Nike Hong Kong, Thong Sia Watch Co., Ltd - SEIKO, Watsons Water, POAD Group Limited, GP Batteries International Limited, BMW Concessionaires (HK) Limited, Regal Hotels International, DKSH Hong Kong Limited (Salonsip), Lukfook Jewellery, Otsuka Pharmaceutical (H.K.) Ltd. (SOYJOY), GOGO VAN and Samsung Electronics Hong Kong Co. Ltd. Supporting organisations include: Information Services Department, Hong Kong Tourism Board, TIML MOM Limited and Leisure and Culture Services Department.

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About the Standard Chartered Hong Kong Marathon

www.hkmarathon.com

The Standard Chartered Hong Kong Marathon is Hong Kong's largest participatory annual sporting event, organised by the HKAAA. With first title sponsorship in 1997, Standard Chartered Bank (Hong Kong) Limited will celebrate its 23rd year as title sponsor with the 2019 Event.

Standard Chartered also sponsors marathons in 7 other cities globally including Taipei, Singapore, Nairobi, Kuala Lumpur, Dubai, Stanley (Falkland Islands), and Jersey.

This press release is released by **Ogilvy Public Relations** on behalf of the **Standard Chartered Hong Kong Marathon 2019 Organising Committee**.

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