



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 2017 Announces
New Public Ballot Entry System and Charitable Initiatives**

HONG KONG (29 August 2016) – The Standard Chartered Hong Kong Marathon will take place on **Sunday, 12 February 2017**. The Event will increase the total enrolment quota for the Marathon category this year, offering more runners an opportunity to challenge themselves, and upgrade to the next tier of races. The overall enrolment quota will remain unchanged.

To bring the Event further in-line with other world-class competitions, the Organiser will launch an all-new, user-friendly public ballot entry system to offer runners more convenience and flexibility when registering for the Standard Chartered Hong Kong Marathon 2017. What’s more, “Charity Entry” quotas of 300 or more, will be introduced and a dedicated fundraising portal will also be available to encourage the Hong Kong community to come together in solidarity to help those in need by donating and/or fundraising, and to ‘live’ the Marathon’s belief that “Together, We Run Further”.

New Public Ballot Entry System

Local and overseas runners can begin registering for the 2017 Event via a new public ballot entry system, which will be available on the official website, from **10:00a.m., 14 September 2016** to **7:00p.m., 28 September 2016**.

Enhancements will also be made to the “Priority Entry” application arrangement, which will allow more outstanding local and overseas runners to take part in the Marathon. The Event will be accepting runners based on a broader range of race results.

“Priority Entry” applications will be accepted beginning from **10:00a.m. tomorrow** to **7:00p.m., 6 September 2016**.

Enrolment Quotas

The enrolment quota for the Standard Chartered Hong Kong Marathon 2017 will remain unchanged at 74,000 runners this year.

- As more and more runners have been performing at a higher level and have been improving their times over the years, demand for the Marathon category has increased; therefore the enrolment quota has been increased from 15,500 to 17,500;
- The Half Marathon and 10KM races will accommodate 21,500 and 35,000 runners respectively;
- The new route used last year – the iconic Nathan Road in Kowloon – will be featured again for the Marathon and the Half Marathon in 2017; and will once again offer runners a truly unique Hong Kong experience. It will also provide more room for supporters to cheer on the runners.



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Mr Alex Moh, President of the Hong Kong Amateur Athletic Association, said, “In recent years, as the Organiser has been encouraging runners to upgrade to and challenge themselves by competing in races that are longer than 10KM, we have seen a significant improvement in the abilities and performances of participants from the general public. In view of this, the enrolment quota for the Half Marathon category has been slightly re-adjusted and transferred, to allow more runners to participate in the 42.195KM Marathon races. Together with other new arrangements, we hope to enhance the overall quality of the Marathon.”

Ms May Tan, Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, said, “Being the title sponsor of this wonderful event has been very rewarding, as we’ve witnessed how the Marathon has evolved from just a local race into a signature Hong Kong event that brings positivity to our city, inspires people with the ‘marathon spirit’ and unites people to do good. One of the most direct ways that the Marathon can benefit the community is through our support of our charity partners. “Together, We Run Further”, and I look forward to creating another meaningful Marathon with you, and filling the city with positivity.”

Standard Chartered Hong Kong Marathon Charity Programme

The Marathon is dedicated to helping those in need, raising public awareness of health issues and illness prevention, as well as highlighting the needs of its charity partners – “Seeing is Believing”, Standard Chartered’s global initiative in collaboration with ORBIS in Hong Kong to prevent avoidable blindness, The Hong Kong Anti-Cancer Society and The Hong Kong Paralympic Committee & Sports Association for the Physically Disabled.

Over the past two decades, the Marathon has accumulatively raised more than HK\$58.7 million for the three charities. The Organiser invites everyone to take part in the charitable initiatives below, and together as a community, achieve more through the belief that “Together, We Run Further”:

- “Charity Entry” quotas of 300 or more for the Marathon, Half Marathon and 10KM races will be available for runners who wish to register and compete through, as well as raise money for, the official charities;
- A dedicated portal, which will allow local and overseas runners, as well as non-runners, to conveniently make donations to and raise funds for the Marathon’s charities.

More details will be announced in due course.

The Standard Chartered Hong Kong Marathon 2017 has been designated a Brand Hong Kong event by the HKSAR government. Other sponsors of the Standard Chartered Hong Kong Marathon 2017 include: the Western Harbour Tunnel Company Limited, Nike Hong Kong, Citizen Watches (H.K.) Limited, Watsons Water, POAD Group Limited, GP Batteries International Limited, Mars Foods Incorporated (Snickers), BMW Concessionaires (HK) Limited, InterContinental Grand Stanford Hong Kong, DKSH Hong Kong Limited (Salonpas), DeLonghi Kenwood APA Limited (Kenwood), and Tao Heung Group. Supporting organisations include: the Hong Kong Tourism Board, the Major Sports Events Committee, TIML MOM Limited, the Leisure and Cultural Services Department, and the Information Services Department.

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Standard Chartered
Hong Kong Marathon
渣打香港馬拉松
2017



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 21st year as title sponsor with the 2017 Event.

Standard Chartered also sponsors marathons in 9 other cities globally including Taipei, Singapore, Mumbai, Nairobi, Kuala Lumpur, Bangkok, Dubai, Stanley (Falkland Islands), and Jersey.