



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



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon 2016 Elite international runners show their winning resolution

- *Celebrating the 20th anniversary and the Gold Label Road Race status of the Standard Chartered Hong Kong Marathon, elite international runners gear up to fight for Rio 2016 Olympic spots*
- *Marathon Ambassadors representing three different generations in the Hong Kong Marathon History gather together to support the runners*

[HONG KONG, 15 January 2016] The 20th Standard Chartered Hong Kong Marathon is fast approaching and will take place on Sunday, 17 January. With the Marathon upgraded to Gold Label Road Race status by the International Association of Athletics Federations (IAAF) this year, elite international runners now have the opportunity to fight for a spot in the Rio 2016 Olympics.

During the elite athletes welcome reception today, Marathon Ambassadors Ms. Maggie Chan Man Yee, Ms. Yuko Gordon and Ms. Christy Yiu Kit Ching, three female runners representing three generations in the Hong Kong Marathon History, gathered to share their memorable experiences of distance running. Together they buoyed up this year's runners, cheering and motivating them to push their hardest. Stepping into its 20th anniversary, the Marathon also organised a yacht trip, allowing the participating guests and runners to appreciate the stunning view of Victoria Harbour.

Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, said, "This year, we are honoured to have the elite overseas runners participating in the Standard Chartered Hong Kong Marathon. With the new urban route highlighting the extended section along Nathan Road, overseas runners can immerse themselves in the charisma of Mongkok, an iconic district with local Hong Kong characteristics, and stay closer to those cheering in support along the route. We hope the runners will have a unique experience with this new initiative. And I wish them well with achieving their best results this year."

Mr. Esmond Mok, Regional Head of Corporate Affairs & Brand and Marketing in Greater China and North Asia of Standard Chartered Bank (Hong Kong) Limited, said, "This year marks a truly momentous milestone for us, as we celebrate the 20th anniversary of our Marathon. At Standard Chartered, we feel very privileged to have the opportunity to be the title sponsor of this internationally-renowned race, an annual event that has grown side-by-side with Hong Kong for the past two decades."

The Standard Chartered Hong Kong Marathon 2016 has been designated a Brand Hong Kong event by the HKSAR Government. Other sponsors of the Standard Chartered Hong Kong Marathon 2016 include the Western Harbour Tunnel Company Limited, Xtep International Holdings Limited, Citizen Watches (H.K.) Limited, Watsons Water, POAD Group Limited, F&H BY FANCL, GP Batteries



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International Limited, Mars Foods Incorporated (Snickers), BMW Concessionaires (HK) Limited, InterContinental Grand Stanford Hong Kong, DKSH Hong Kong Limited (Salonpas) and Delonghi Kenwood APA Limited (Kenwood). 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.

The Standard Chartered Hong Kong Marathon 2016 has become an 'M' Mark event that helps enhance the image of Hong Kong as Asia's sports event capital. The 'M' Mark awarded by the Major Sports Events Committee symbolises an intense, spectacular and signature event in the territory's sports calendar.

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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 20th year as title sponsor with the 2016 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.