



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



FOR IMMEDIATE RELEASE

Standard Chartered Kicks Off Count Down To Hong Kong Marathon 2017

Marathon Week 2017 begins with the annual Marathon Carnival

[HONG KONG, 4 February 2017] – The annual two-day Standard Chartered Hong Kong Marathon Carnival officially launched today at Victoria Park, Causeway Bay, with thousands taking part in themed-activities and enjoying the live performances by some of the city’s most popular acts. The opening ceremony was officiated by a multitude of dignitaries, including Mr. Paul Chan Mo-po, GBS, MH, JP, Financial Secretary of the Hong Kong Special Administrative Region Government, who encouraged the greater Hong Kong community to cheer on the 2017 Marathon runners. The event is the first of a series of Marathon activities leading to race day, which is just over a week away, on 12 February 2017 (Sunday).

The opening ceremony was also hosted by: Mr. Alex Moh, President of the Hong Kong Amateur Athletic Association; Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association; Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2017 Organising Committee; Mr. Benjamin Hung, Regional Chief Executive Officer, Greater China & North Asia, Standard Chartered Bank (Hong Kong) Limited; and Ms. May Tan, Chief Executive Officer, Hong Kong, Standard Chartered Bank (Hong Kong) Limited.

Mr. Alex Moh, President of the Hong Kong Amateur Athletic Association, said, “The Standard Chartered Hong Kong Marathon has not only recognized as M Mark status by the Major Sports Events Committee, but also granted as the Gold Label Road Race by the International Association of Athletics Federations (IAAF). We all witness the race has been embraced as a significant distance running event by the tremendous support from different athletes which representing the never give up spirit of Hong Kong.”

Mr. Benjamin Hung, Regional Chief Executive Officer, Greater China & North Asia, Standard Chartered Bank (Hong Kong) Limited said, “For over twenty years, Standard Chartered has been supporting marathon to promote sports and the importance of health and well-being. The Marathon provides not only a platform for sporting excellence but also instills a positive can-do spirit within the community. This year, we have launched the “Charity Entry”, which offers runners an opportunity to raise funds for those who are less privileged. I encourage everyone to join us on the race day to cheer on our runners and experience first-hand the fun and excitement of this signature Hong Kong sporting event.”

The Standard Chartered Hong Kong Marathon is committed to serving the community and supporting different charitable causes. Funds raised from the Marathon will, as with previous years, go to three charities: “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; the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled.

The Standard Chartered Hong Kong Marathon Carnival 2017 features a variety of exciting programmes, including:

- **Runners’ Wall** – the names of all 74,000 athletes are printed on the wall, making this one of the carnival’s most popular photo spots;
- **Marathon Cheering Flags** – master calligraphers will write blessings and messages



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of support for runners in stunning Chinese and English calligraphy – the perfect good luck charm or cheering sign;

- **Tic Tac Toe Fitness Challenge** – a custom-designed “Tic Tac Toe” game, runners along with their family and friends can take part in this interesting physical challenge

The Standard Chartered Hong Kong Marathon Carnival 2017 runs from 9:30a.m. to 7:00p.m. on 4 February and 5 February at Victoria Park.

– End –

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.