

FOR IMMEDIATE RELEASE

## Two-day Marathon Carnival Kicks Off The Count Down To Standard Chartered Hong Kong Marathon 2018

**[HONG KONG, 13 January 2018]** – The annual two-day Standard Chartered Hong Kong Marathon Carnival officially kicked off today at Victoria Park in Causeway Bay. The opening ceremony was officiated by a number of dignitaries, including Mr. Paul Chan Mo-po, Financial Secretary of the Hong Kong Special Administrative Region Government who invited the greater Hong Kong community to cheer on the 2018 Marathon runners. The event is now just over a week away, on 21 January 2018 (Sunday).

At the opening ceremony, **Mr. Alex Moh, President of the Hong Kong Amateur Athletic Association**, said, “The Standard Chartered Hong Kong Marathon has not only been recognised with M Mark status by the Major Sports Events Committee, but has also been named a Gold Label Road Race by the International Association of Athletics Federations (IAAF). This year we have increased the quota for “Charity Entry”, and more runners can now run for charity and support the event’s charity partners. We hope that participants can take part in the event while also caring for those in need and give back to the community.”

**Mr. Benjamin Hung, Regional Chief Executive Officer, Greater China & North Asia and Chief Executive Officer, Retail Banking, Standard Chartered Bank**, said, “Over the past 22 years, Standard Chartered has been promoting community-wide participation in the ‘Standard Chartered Hong Kong Marathon’. This year, the ‘Family Run’ will be held in Central with an After Party at the finishing line, inviting people of all ages with different capabilities to participate, cheer on and show their support to the runners, bringing to life the spirit of ‘Together, We Run Further’.”

The fun-filled two-day Standard Chartered Hong Kong Marathon Carnival 2018 cultivates and promotes a bustling and jubilant atmosphere in the city. In addition to distributing runner packs, the Carnival also features nearly 30 booths with a variety of exciting programmes, including:

- **HKAAA X BENIN: Used Shoes Donation Project** – Hong Kong Amateur Athletic Association will collaborate with Benin Athletics Federation, a member federation under the International Association of Athletics Federations (IAAF) in Africa, to donate used shoes for runners in need in Benin.
- **Seeing is Believing X Orbis Charity Sales** – to celebrate the 15th anniversary of Standard Chartered global fundraising initiative “Seeing is Believing”, a charity sale featuring limited edition items designed by local illustrator Jelly Nose, including towels, drawstring bags, tote bags and badges will be held. All proceeds will go to “Seeing is Believing” without cost deduction to tackle avoidable blindness. Orbis is the local beneficiary of “Seeing is Believing”.
- **Marathon Mini Track and Field Ground** – guided by elite local track-and-field athletes, participants of all ages can experience the fun and excitement brought by the Marathon and track-and-field events, through activities including training demos and clinics.

- **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.

The Standard Chartered Hong Kong Marathon Carnival 2018 runs from 9:30a.m. to 7:00p.m. on 13 and 14 January at Victoria Park.

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### **About the Standard Chartered Hong Kong Marathon** [www.hkmarathon.com](http://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 22<sup>nd</sup> year as title sponsor with the 2018 Event.

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

Standard Chartered Hong Kong Marathon 2018 has been recognised as 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, symbolising intense, spectacular and signature events on the territory's sports calendar.