



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



Standard Chartered
Hong Kong Marathon
渣打香港馬拉松
2013



Standard Chartered Hong Kong Marathon Expo 2013 72,000 Runners Eager to RUN FOR A REASON

[Hong Kong, 16 February 2013] Today's launch of the two-day (16 Feb – 17 Feb) Standard Chartered Hong Kong Marathon Expo 2013 in Victoria Park began a countdown of just one more week before the city's largest annual participatory sporting event. The Expo gives thousands of runners the chance to soak up the atmosphere as they collect their runners' packs and chat about final preparations for next Sunday's race. This year, the number of participants has hit a record high of 72,000. The race has been upgraded to a Silver Label Road Race by the International Association of Athletics Federations (IAAF), and this year it has the added prestige of incorporating the 14th Asian Marathon Championships.

Officiating at the Expo opening ceremony, Mr Benjamin Hung, Executive Director and Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, said, "Thanks to the enthusiastic participation by the Hong Kong public, the number registering this year has reached 72,000, a new high. In addition, elite athletes from over 44 Asian countries and regions are invited to take part in the Asian Marathon Championships, making the Standard Chartered Hong Kong Marathon more eagerly anticipated than ever."

Besides Mr Hung, the officiating guests at the Expo opening ceremony included Mr Alex Moh, President of the Hong Kong Amateur Athletic Association, Mr Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, and Mr William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2013 Organizing Committee. They were joined by four children dressed in different styles of Asian costumes, to highlight the inclusion of the Asian Marathon Championships in this year's race. The group kicked off the Standard Chartered Hong Kong Marathon Expo by placing their shoeprints on the race route, to symbolize the four visions of the Marathon: "Green", "Health", "Unity" and "Charity" which represented runners' different reasons to take part in the race, and highlighted the Standard Chartered Marathon's global theme "RUN FOR A REASON".

The Marathon Expo features the popular "Marathon 101 Cheering Team Competition" and a cheering show hosted by Commercial Radio DJs and artists, giving runners the chance to experience the Marathon spirit even before the race begins. In addition, the Standard Chartered booth offers a free photography service at its "See you at the FINISH line!" photo area, where members of the public can 'enjoy the moment' crossing the finish line and take home a photo as a souvenir. To further promote the Marathon Charity Programme, the Organizer has launched the "One Like, One Giving Heart" Campaign. For each "Like" received by the Standard Chartered Hong Kong Marathon Official Facebook, the Organizer will donate HKD1 to designated charities—so visitors can raise funds for charity while they are enjoying the Expo!

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The Standard Chartered Hong Kong Marathon Expo 2013 will open from 9:30 am to 7:00 pm, on 16 February and 17 February. The Standard Chartered Hong Kong Marathon 2013 will take place on following Sunday, 24 February.

Photo Captions



[Photo 1](#)

Benjamin Hung (2nd from right), Chief Executive of Standard Chartered Hong Kong, William Ko (1st from right), Chairman of the Standard Chartered Hong Kong Marathon 2013 Organizing Committee, Mr. Alex Moh (2nd from left), President of Hong Kong Amateur Athletic Association, and Kwan Kee (1st from left), Chairman of the Hong Kong Amateur Athletic Association (HKAAA), joined by children in different styles of Asian costumes, kick off the Standard Chartered Hong Kong Marathon Expo 2013 opening ceremony by placing their shoeprints on the race route which symbolize the visions of Marathon.





[Photo 2](#)

Benjamin Hung (5th from right), Chief Executive of Standard Chartered Hong Kong, William Ko (4th from right), Chairman of the Standard Chartered Hong Kong Marathon 2013 Organizing Committee, Mr. Alex Moh (6th from left), President of Hong Kong Amateur Athletic Association, Kwan Kee (5th from left), Chairman of the Hong Kong Amateur Athletic Association (HKAAA) and senior executives of Standard Chartered Bank (Hong Kong) Limited send their cheering message to all runners at the Standard Chartered Hong Kong Marathon Expo 2013 opening ceremony, highlighting the global theme “RUN FOR A REASON”.

~ End ~

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Marathon Expo 2013 Highlights

Venue: Central Lawn, Victoria Park, Causeway Bay
Date: 16 Feb (Sat) – 17 Feb (Sun)
Opening Hours: 9:30am – 7:00pm

Booth activities

Activity	Booth	Details
“See you at the FINISH line!” free photo taking	SCB booth	Opening hours: 16 and 17 Feb (Sat and Sun): 12:00pm – 5:00pm Professional photography service and instant print photos are available to the public for free. Members of the public can experience the moment crossing the FINISH line on that day. Children can take home special number cloths as souvenirs.
Fitness Test for Marathon Runners	Booth no. 25-29	Members of the public can enjoy free Fitness Test including gait analysis, shoe selection, anaerobic power and core stability, etc.
Marathon Cartoon Sketching & Magic Sand Bottle	Booth no. 15	Members of the public can get a unique cartoon self-portrait for HK\$30 and create their own magic sand bottles, only HK\$10.

Stage Programme:

Date	Time	Programme Content
16 Feb (Sat)	2:30pm – 3:00pm	Opening Ceremony
	3:00pm – 5:00pm	Marathon 101 Cheering Team Competition
17 Feb (Sun)	2:00pm – 2:45pm	“Take a Brake” Low Carbon Action – Cheer from Children and Teenagers Award Presentation
	3:00pm – 4:00pm	Commercial Radio DJ Cheering Show Host Chow Pang and Kenny Chan, Commercial Radio Attending artists: C AllStar, Abella Leung, Dear Jane, Jason Chung & Karene Mak

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