

For immediate release

Launch of Marathon 101 Education Programme 2013/14 Disabled Athletes Share Their Stories with Over 4000 Students through School Seminars

[25 September 2013, Hong Kong] – Entering into its eighth year, Marathon 101 Education Programme aims to promote the marathon spirit and integration with people with disabilities. The two activities of focus under the Programme this year are “Living with Marathon Spirit” School Seminar, where disabled athletes share their personal experiences, and “Stand by You” Training Programme, where students can learn the essence of marathon spirit through participation.

Marathon 101 Education Programme is jointly organised by the Hong Kong Amateur Athletic Association and Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”). Since its introduction in 2006, over 81% of schools in Hong Kong have participated in the Programme. More than 200 students from HKUGA Primary School witnessed the Launch Ceremony today; students passed the torch to officiating guests, who in turn lighted the cauldrons, signifying the launch of the Marathon 101 Education Programme 13/14.

Ms. Helen Hui, Managing Director, Head of Transaction Banking, Wholesale Banking, Transaction Banking Hong Kong Head Office of Standard Chartered Hong Kong, said, “Standard Chartered Hong Kong upholds our brand promise ‘Here for good’ by actively giving back to the community, offering sustainable support to youth, health, education and environmental protection. Through a wide range of creative and meaningful activities, Marathon 101 Education Programme aims to let students learn about the marathon spirit as well as the meaning of social inclusion.”

One of the officiating guests, Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, stated that every runner may have different beliefs, but marathon runners must all have persistence and stigma, which is the marathon spirit we would like the students to learn.

Subsequent to the Launch Ceremony was a “Living with Marathon Spirit” School Seminar given by Ms. Cherie Yeung, Green Leaf Artist of Arts with the Disabled Association Hong Kong, to share her personal experience with around four hundred students. Although Ms. Yeung lost both arms in an accident when she was nine, she is never discouraged by her disability and Ms. Yeung has nourished her love of sports and art and participated in marathon and triathlon races. She was honoured Hong Kong Paralympic Committee & Sports Association for the Physically Disabled Outstanding Athlete – Swimming and Green Leaf Artist with the Arts with the Disabled Association Hong Kong. “Life is like a piece of paper, and setbacks are the colours on the paper; life is only meaningful with adversities.”

Apart from Ms. Cherie Yeung, “Living with Marathon Spirit” School Seminar has two more guest speakers, Mr. So Wah Wai and Mr. Chan Wing Kin, Athletes of Hong Kong Paralympic Committee & Sports Association for the Physically Disabled. A total of ten seminars will be given by the three speakers to share with students on how they overcome lives’ obstacles.

This year, Marathon 101 Education Programme has invited actors Mr. Oscar Leung (梁烈唯) and Ms. Lily Ho (何傲兒) to be the “Stand by You” Training Programme Ambassadors. They will take part in a training programme starting in November to be the running guides to visually impaired students and will then run with them at the Standard Chartered Hong Kong Marathon 10 km race next February.

Download photos: http://www.fingertips.hk/download/M1012013_PC.zip

Photo 1



Officiating guests lighted the cauldrons together, signifying the launch of the Marathon 101 Education Programme 13/14.

Photo 2



As part of the Marathon 101 Education Programme, Standard Chartered Hong Kong made a donation of HK\$500,000 to Hong Kong Paralympic Committee & Sports Association for the Physically Disabled for its future development.

Photo 3



Actors Mr. Oscar Leung and Ms. Lily Ho are invited to be the Ambassadors of “Stand by You” Training Programme. They will be trained to become guide runners for visually impaired students and participate in the 10km race of the Standard Chartered Hong Kong Marathon on 16 February 2014.

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About Marathon 101 Education Programme

The Marathon 101 Education Programme is jointly organised by Standard Chartered Bank (Hong Kong) Limited and the Hong Kong Amateur Athletic Association since 2006. The Programme provides Hong Kong’s younger generation with an opportunity to participate in Hong Kong’s most popular community sporting event: the Standard Chartered Hong Kong Marathon, and to learn about the essence of a healthy lifestyle and the marathon spirit of perseverance. The Programme has a cumulative participation rate of 81% of schools in Hong Kong since its launch 8 years ago.

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