



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
2015



Immediate release

Standard Chartered Hong Kong Marathon 2015 Pilot Priority Entry for Outstanding Runners

- ***Pilot priority entry arrangement for outstanding runners***
- ***Marathon category enrolment quota increases to 15,000***
- ***Registration to be held in phases, from 16 September***

[Hong Kong, 22 August 2014] The Hong Kong Amateur Athletic Association announced today that the 19th Standard Chartered Hong Kong Marathon, to be held on 25 January 2015 (Sunday), will pilot a priority entry arrangement for outstanding runners. Registration will continue to be arranged in phases.

Registration Date	Start Time	Race
16 September 2014 (Tue)	7:00am	Marathon
19 September 2014 (Fri)	7:00am	Half Marathon
23 September 2014 (Tue)	7:00am	10KM Races
26 September 2014 (Fri)	7:00am	Wheelchair Races (3KM and 10KM)

Under the pilot arrangement announced today, runners who met the time standard in the Standard Chartered Hong Kong Marathon 2014 will be invited to take part in priority registration for the 2015 Challenge races in the Marathon, Half Marathon, and 10KM race categories.

The total enrolment quota will be 73,000. To encourage runners to upgrade and challenge themselves by undertaking longer distances, the Marathon category enrolment quota will be increased by 1,000 to 15,000. Total prize money will amount to US\$300,000. The 3KM and 10KM Wheelchair Races will continue to be held, with the enrolment quota for the 3KM Wheelchair Race increasing to 50 to further promote a sense of diversity and inclusion.

Chairman of the Hong Kong Amateur Athletic Association, Mr. Kwan Kee, said, "The Hong Kong Amateur Athletic Association has always striven to strengthen the quality of the Standard Chartered Hong Kong Marathon. This year, the pilot priority entry arrangement has been introduced to encourage outstanding runners to continue challenging themselves. This will also gradually enhance the race standards, and help maintain our race as one of the most anticipated sporting events in Asia."

Cont'd



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
2015



Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, Ms. May Tan, said, “Standard Chartered Hong Kong is thrilled to see the tremendous enthusiasm and support for all our local and international runners once again this year. Our sponsorship of the Standard Chartered Hong Kong Marathon aims to inject positive energy into our society and foster a caring community. Please join us to ‘Run for a Reason’ and show our support to the runners and our community.”

The Standard Chartered Hong Kong Marathon Charity Programme has accumulatively raised more than HK\$44 million over the years in support of three charitable institutions and initiatives: “Seeing is Believing”, Standard Chartered’s global initiative to eliminate avoidable blindness; the Hong Kong Anti-Cancer Society; and the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled. Runners and charity supporters are invited to continue supporting these charities by donating funds through the Marathon donation portal (www.hkmarathoncharity.com).

The Hong Kong Amateur Athletic Association continues to work with the Hong Kong Polytechnic University’s Department of Rehabilitation Sciences and with the Faculty of Health and Social Sciences, the Hong Kong Jockey Club Sports Medicine and Health Sciences Centre, in running a Marathon Clinic. The Clinic includes classes for the 10KM, Half Marathon and Marathon races that provide runners with guidance for training and preparation, including techniques for running, breathing, maintaining pace, and preventing injury. Enrolment in the Marathon Clinic will end on 3 September 2014; more information is available on the official website at www.hkmarathon.com.

As part of its ongoing efforts for environmental protection and a greener event, this year the organizer will fully adopt online registration. Applicants can register online via the official website www.hkmarathon.com and receive instant confirmation of their successful registration. Entry quotas will be filled on a first-come-first-served basis. The entry fee remains HK\$300. Information about the event is available on the official website, or by calling the event hotline on 2577 0800.

The Standard Chartered Hong Kong Marathon 2015 has been designated a Brand Hong Kong event by the HKSAR government. Other sponsors of the Standard Chartered Hong Kong Marathon 2015 include the Western Harbour Tunnel Company, Xtep International Holdings Limited, Citizen Watches (H.K.) Ltd, Watsons Water, Regal Hotels International, POAD Group Limited, F&H BY FANCL, GP Batteries International Limited, Mars Foods Incorporated SNICKERS chocolate, BMW Concessionaires (HK) Ltd, KRISCA The Nuts Specialist, and Hong Kong Broadband Network Limited. Supporting organizations include the Hong Kong Tourism Board, the Major Sports Events Committee, Transport Infrastructure Management, the Leisure and Cultural Services Department, and the Information Services Department.

Cont’d



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
2015



Photo Caption

Photo 1

(position) Mr. Kwan Kee, Chairman of Hong Kong Amateur Athletic Association, Ms. May Tan, Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, and Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2015 Organizing Committee, together announce this year's pilot priority entry arrangement for outstanding runners.

Photo 2

Celebrating the bank's 19th year as title sponsor of the Standard Chartered Hong Kong Marathon, Ms. May Tan, Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, looks forward to inspiring the runners and the community to "Run for a Reason" together on 25 January 2015.

Photo 3

Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2015 Organizing Committee, announces that registration for the Marathon, Half Marathon, 10KM Races and Wheelchair Races will begin on 16 September, 19 September, 23 September and 25 September respectively.

~ END ~



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
2015



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, organized by the HKAAA. With first title sponsorship in 1997, Standard Chartered Bank (Hong Kong) Ltd will celebrate its 19th year as title sponsor with the 2015 event.

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

This press release is released by **ActionHouse International** on behalf of the **Standard Chartered Hong Kong Marathon 2015 Organizing Committee**.

For media enquiries, please contact:

ActionHouse International

Carol Wu Ph: 3102 8105 / 9631 4336

Email: cwu@actionhouseintl.com

Athena Chan Ph: 3102 2223 / 9221 3165

Email: achan@actionhouseintl.com