



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



For Immediate Release

## Standard Chartered Hong Kong Marathon 2015 Pilots Youth Dash to Encourage Youth Participation in Long-distance Running

**[Hong Kong, 15 October, 2014]** The Hong Kong Amateur Athletic Association (HKAAA) today announced that the 19<sup>th</sup> Standard Chartered Hong Kong Marathon, to be held on 25 January 2015 (Sunday), will pilot Youth Dash, a new initiative aimed at further promoting long-distance running and encouraging runners of all ages to discover the joy of running. For the first time ever, the organiser has opened this international sporting event for the participation of young people between the ages of 12 and 15.

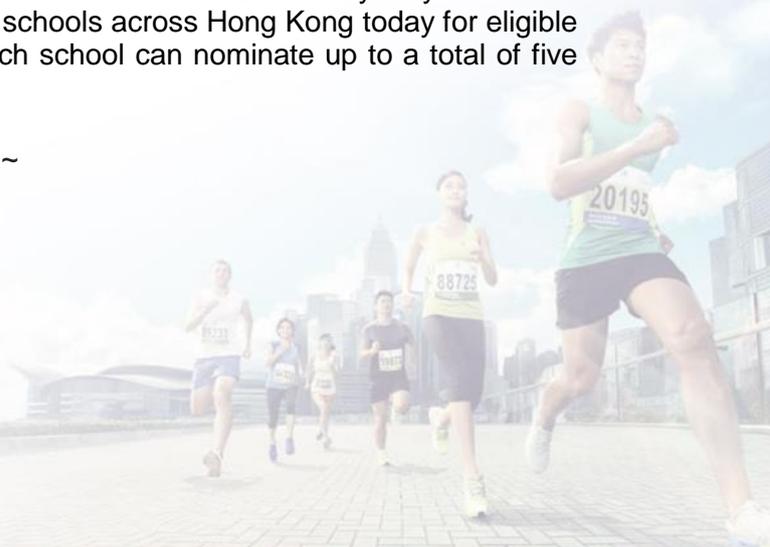
Chairman of the HKAAA, Mr. Kwan Kee, shared his perspective on the new addition. “Over the years, many young running enthusiasts have expressed a wish that they could take part in the Standard Chartered Hong Kong Marathon. The HKAAA has been promoting long-distance running among young athletes, and the Youth Dash will not only further cultivate their interest in long-distance running, but also give them the opportunity to demonstrate the marathon spirit together with other athletes from around the world. We hope that, in the future, these young athletes will develop a habit of long-distance running and go on to compete in races of greater distances once they have turned 16.”

Chief Executive Officer of Standard Chartered Bank (Hong Kong) Ltd., Ms. May Tan, also welcomed the initiative for young teenage runners to participate in the race. She remarked, “Standard Chartered continues to encourage the growth and development of the Hong Kong Marathon. Since 2006, our Marathon 101 Education Programme, which helps the students develop the marathon spirit of perseverance, has over 80% of local secondary and primary schools’ participation. Piloting Youth Dash this year will give them a chance to take part in this international sporting event, and experience the support of spectators along the course. We are looking forward enthusiastically to seeing these teenage runners to ‘Run for a Reason’ alongside the other participants, and play their part in spreading positive energy in our society.”

There are two categories for Youth Dash - aged 12 to 13 and aged 14 to 15, with a total quota of 500 on a first-come-first-served basis. The 2.2KM run will start at 11:50am and 12pm at Wanchai Sports Ground and finish at Victoria Park in Causeway Bay. Invitation letters of this pilot race will be sent to secondary schools across Hong Kong today for eligible youths to register through their schools, and each school can nominate up to a total of five students to participate.

~End~

— 從心出發 —  
**跑出信念**  
— RUN FOR A —  
**REASON**





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

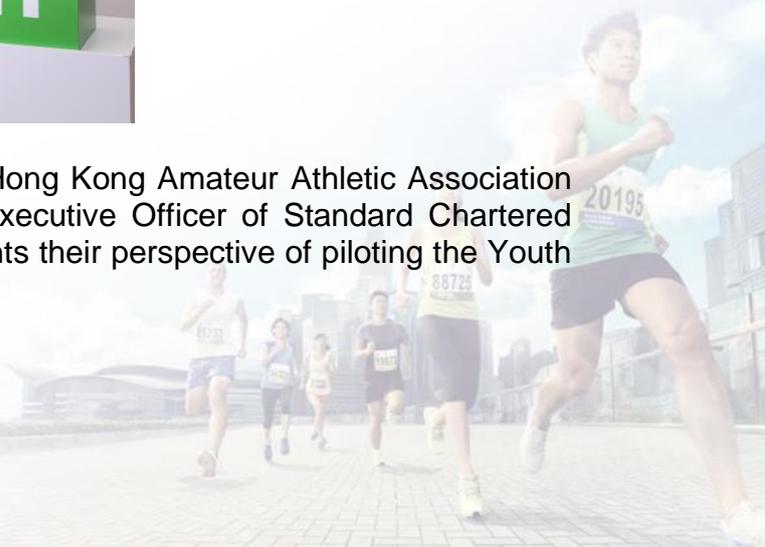
Mr. Kwan Kee (6<sup>th</sup> from left), Chairman of Hong Kong Amateur Athletic Association, Ms. May Tan (7<sup>th</sup> from left), Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, Mr. William Ko (6<sup>th</sup> from right), Chairman of the Standard Chartered Hong Kong Marathon 2015 Organising Committee and students, together announce the pilot launch of Youth Dash. It aims to encourage youth participation in long-distance running and prepare young runners for races in longer distance.



### Photo 2

Mr. Kwan Kee (2<sup>nd</sup> from left), Chairman of Hong Kong Amateur Athletic Association and Ms. May Tan (2<sup>nd</sup> from right), Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited share with students their perspective of piloting the Youth Dash and encourage them to participate.

— 從心出發 —  
**跑出信念**  
— RUN FOR A —  
**REASON**





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 3

Mr. William Ko (2<sup>nd</sup> from left), Chairman of the Standard Chartered Hong Kong Marathon 2015 Organising Committee introduces the details of Youth Dash, which will be held on 25 January 2015.

— 從心出發 —  
**跑出信念**  
— RUN FOR A —  
**REASON**





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



渣打銀行

## Standard Chartered Hong Kong Marathon 2015 – Youth Dash

Enrollment Details		
Event Date	25 January 2015	
Starting Point	Wanchai Sports Ground	
Finishing Point	Victoria Park, Causeway Bay	
Distance	2.2 KM	
Application Method	<ul style="list-style-type: none"> <li>- Students must be nominated by and submit their applications through their own schools</li> <li>- Each school can nominate up to a total of 5 students to enter the Category 1 or 2</li> <li>- Completed application forms must be consolidated by the school and submitted to the Marathon 101 Education Programme Secretariat Office</li> <li>- Limited quota on first-come-first-served basis</li> </ul>	
Application Fee	Free of charge	
Certificate	Certificates will be awarded to students who have completed the run within the time limit (30 minutes). The certificate will be mailed to the schools and results of runners will be uploaded on Standard Chartered Hong Kong Marathon official website	
Category	Category 1	Category 2
Age	12-13 years old (born in 2002 or 2003)	14-15 years old (born in 2000 or 2001)
Gender	Boys and girls are welcome	Boys and girls are welcome
Quota	250 pax	250 pax
Reporting Time	11:20am (30 minutes before the race)	11:30am (30 minutes before the race)
Starting Time	11:50am (the event will start on time)	12 noon (the event will start on time)
Race day arrangement	Due to road closure and limited venue size, no transportation and baggage storage arrangement will be available. Details on the students' drop-off & pick up arrangement will be provided later.	
Important Dates		
Application Period	<b>15 October – 5 November 2014</b>	Complete & submit nomination form & entry form to Marathon 101 Education Programme Secretariat by mail
Collection of Runner's Pack	<b>17 &amp; 18 January 2015 (Saturday &amp; Sunday)</b>	Collect the Runner's Pack at the Marathon Carnival of Standard Chartered Hong Kong Marathon 2015. Each runner's pack includes a bib, time-recording chip, event T-shirt, race day arrangement.

— 從心出發 —  
**跑出信念**  
— RUN FOR A —  
**REASON**



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](http://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 Organising Committee**.

For media enquiries, please contact:

**ActionHouse International**

Carol Wu Ph: 3102 8105

Email: [cwu@actionhouseintl.com](mailto:cwu@actionhouseintl.com)

Athena Chan Ph: 3102 2223

Email: [achan@actionhouseintl.com](mailto:achan@actionhouseintl.com)

— 從心出發 —  
**跑出信念**  
— RUN FOR A —  
**REASON**

