



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 New race arrangements announced at the carnival**

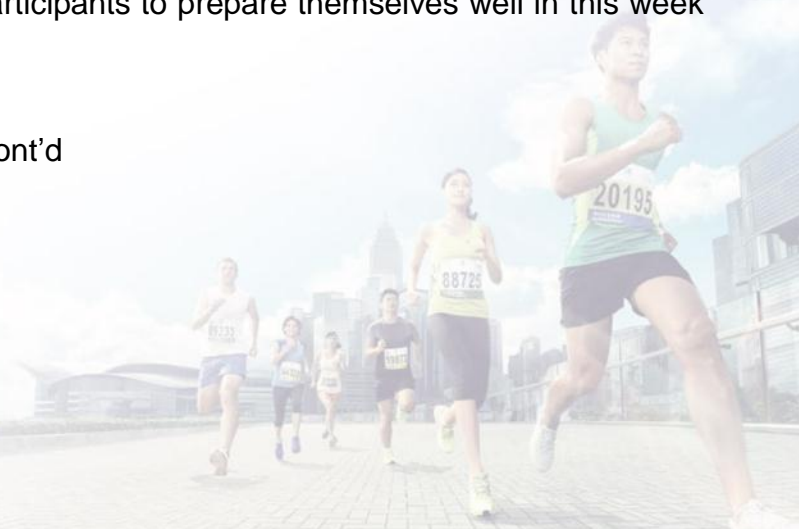
**[Hong Kong, 17 January 2015]** The Standard Chartered Hong Kong Marathon Carnival 2015 kicked off today at Victoria Park, Causeway Bay. At the opening ceremony of the two-day carnival, the organiser announced new race route for this year as well as a series of new green measures for the event. The inclusion of the Asian Marathon Championships in the event for the fourth time, and the addition of the inaugural Youth Dash, have helped make next week's Standard Chartered Hong Kong Marathon 2015 a highly anticipated event.

This year, the Marathon, the Half Marathon, the Youth Dash, the 3KM Wheelchair Race and the Leaders Cup will all turn into Percival Street from Lockhart Road for the final kilometre. Runners will then run along Hennessy Road, Yee Wo Street and Sugar Street to reach the finishing point in Victoria Park. Meanwhile, instead of crossing the Tai Hang Road Flyover, participants in the 10KM Wheelchair Race will enter Victoria Park via Paterson Street and Kinston Street. This flatter route is expected to help participants deliver better performance. Together with the drummers at several major spots along the route and the official cheering teams who will station at Hennessy Road to cheer with the spectators, the race atmosphere will be more exciting than ever.

Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, said, "The organiser is committed to enhancing the quality of the race, and one way of doing that is by improving the race route. Thanks to the support from many government departments, this year runners will be able to complete the race by running along the Hennessy Road, among the animated cheering of supporters lining the busy street of Causeway Bay. It will also be a great opportunity for the public to witness the marathon spirit up close. The starting point for the 10KM Races has also been changed slightly, so we suggest that runners proceed to the starting point earlier this year. The Organising Committee also encourages participants to prepare themselves well in this week to ensure their safety on race day."

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With an aspiration of running a “Green Marathon”, the organiser has been encouraging the public to avoid driving on race day. This year, a number of additional green initiatives will be introduced to further promote environmental protection, including the en-route set-up of “Air Quality Health Index – Green Marathon” monitors to provide runners with more accurate information. Another highlight is the set-up of bottle-shaped recycling bins (for plastic bottles) and food waste collection bins with banana-shaped balloons (for banana peel) around the baggage collection area, and in the meeting point at the finish area. All participants are urged to support this recycling initiative and to make strides for the environment.

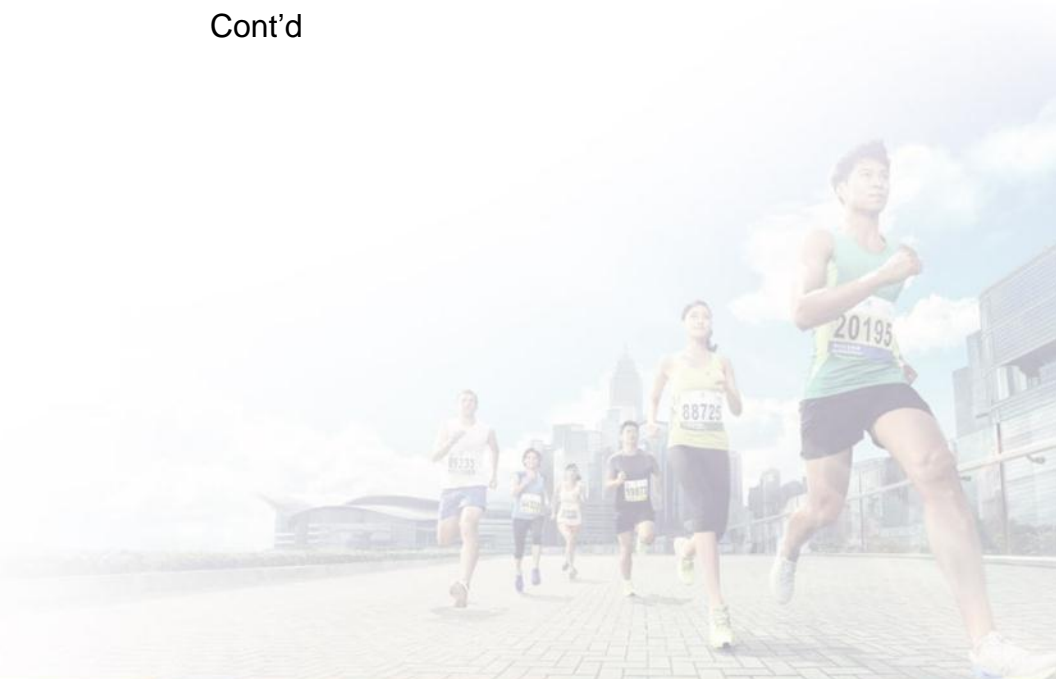
The fun-filled two-day Standard Chartered Hong Kong Marathon Carnival features many exciting activities. The Marathon 101 Cheering Team Competition and stage performances hosted by Commercial Radio definitely lifted runners’ spirits before the race. Runners are invited to search for their own names on the spectacular Runners Walls, on which the names of more than 70,000 runners have been printed. In addition, Carnival-goers were also able to make their own personalised Marathon Red Packets, which are proving great support for the runners. Also on display are ten masterpieces made of toy bricks showing some of the key moments of the Standard Chartered Hong Kong Marathon.

As in previous years, the Standard Chartered Hong Kong Marathon Charity Programme is raising funds through the Marathon donation portal in support of three charitable institutions/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.

The Standard Chartered Hong Kong Marathon Carnival 2015 is open from 9:30 am to 7:00 pm on 17 January and 18 January at Victoria Park while the race will take place on the following Sunday, 25 January.

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### Photo captions:



#### Photo 1

Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association (1<sup>st</sup> from left), Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2015 Organising Committee (1<sup>st</sup> from right), Mr. Benjamin Hung, Chief Executive Officer for Greater China, Standard Chartered (2<sup>nd</sup> from left) and Ms. May Tan, Chief Executive Officer, Standard Chartered Bank (Hong Kong) Limited (2<sup>nd</sup> from right), kick off the Standard Chartered Hong Kong Marathon Carnival 2015 by adding the names of four elite athletes to the Runners Wall.



#### Photo 2

Mr. Alex Moh, President of the Hong Kong Amateur Athletic Association (8<sup>th</sup> from left), Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association (9<sup>th</sup> from left), Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2015 Organising Committee (7<sup>th</sup> from right), Mr. Benjamin Hung, Chief Executive Officer for Greater China, Standard Chartered (10<sup>th</sup> from left), Ms. May Tan, Chief Executive Officer, Standard Chartered Bank (Hong Kong) Limited (8<sup>th</sup> from right), together with other senior executives of Standard Chartered cheer for the runners and wish them the best performance on 25 January.

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Photo 3

Primary and secondary school students cheer for Standard Chartered Hong Kong Marathon runners with amazing acrobatic moves and creative slogans.

~ End ~

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

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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, 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.

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## Standard Chartered Hong Kong Marathon Carnival 2015

Date: 17 (Saturday) and 18 (Sunday) January 2015  
Opening Hours: 9:30am – 7:00pm  
Venue: Central Lawn, Victoria Park, Causeway Bay (Free admission for all)

### Stage Programme:

Date	Time	Programme Content
17 January (Saturday)	11:30am – 12:30pm	<b>Opening Ceremony</b>
	2:30pm – 4:30pm	<b>Marathon 101 Cheering Team Competition</b>
18 January (Sunday)	12:30pm – 1:15pm	<b>Stage Performance organised by Commercial Radio</b>  <u>Artistes include:</u> AGA, J. Arie, Charmaine Fong, Phil Lam

### Booth Activities:

Activity	Booth	Details
<b>Marathon Red Packets D.I.Y.</b>	<b>Standard Chartered Booth</b> 10:30am – 6:30pm	Runners can personalise their Marathon Red Packets to show their support for the runners.
<b>“Run for a Reason” Capsule Toy Machine</b>	<b>Standard Chartered Booth</b> 10:30am – 6:30pm	Get a wristband from our capsule toy machine. Some lucky participants may get a personalised 3D figurine.
<b>Runners Walls</b>	<b>Standard Chartered Booth &amp; Mara Square</b> 9:30am – 7:00pm	The names of more than 70,000 participants will be printed on our Runners Walls. Runners are invited to look for their own names as a sign of their genuine participation.
<b>Marathon moments with toy bricks</b>	<b>Mara Square</b> 9:30am – 7:00pm	Ten masterpieces made with toy bricks, showing key Marathon moments.
<b>Marathon Souvenir</b>	<b>Marathon Souvenir Counter</b> 9:30am – 7:00pm	Five exclusive limited edition souvenirs will be available for purchase: shoe bag, light bracelet, folder, reusable bib buttons, and discolor bottle.

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