



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



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon announces new route for the 20th anniversary race

- *New urban route for Marathon and Half-Marathon runners*
 - *Extra enrolment quota of 1,000*
- *New cheering spots enabling the public to get involved in this signature event*

HONG KONG (22 September 2015) – The Standard Chartered Hong Kong Marathon kicked off its 20th anniversary celebrations today with the announcement of a new urban route for Marathon and Half Marathon runners. Also announced were a number of initiatives that will enhance the race experience for runners and enable the general public to get fully involved in the 20th anniversary of this signature event for Hong Kong.

The Marathon will take place on **Sunday, 17 January 2016**, and the 2016 race registration will begin on 25 September 2015 in four phases.

Registration Date	Start Time	Race
25 September 2015 (Fri)	7:00am	Marathon
29 September 2015 (Tue)	7:00am	Half Marathon
2 October 2015 (Fri)	7:00am	10KM Races
5 October 2015 (Mon)	7:00am	Wheelchair Races (10KM and 3KM)

New urban route, cheering and viewing areas & increased enrolment quota

The 20th anniversary race will feature an extended section along Nathan Road, one of Hong Kong's most iconic thoroughfares and one steeped in local flavour. The extended section runs from Tsim Sha Tsui, through Jordan and Yau Ma Tei, then all the way to Argyle Street and Lin Cheung Road in Mong Kok before connecting with the West Kowloon Highway. Not only will the new route provide a uniquely Hong Kong experience for runners, it will also offer many locations where supporters can cheer on the runners and get up close to enjoy the race atmosphere. The new extended section will be used for both the Marathon and the Half Marathon.

Given the increased width of the new section, the organizer is also able to meet the ongoing requests from the general public to increase the number of runners in this signature race. An additional 1,000 places are made available for the 2016 race, with the enrolment quota being increased by 500 for both the Marathon and the Half Marathon. The total enrolment quota for the 2016 race is 74,000.

Chairman of the Hong Kong Amateur Athletic Association, Mr. Kwan Kee, said, "The Hong Kong Amateur Athletic Association is constantly striving to enhance the quality of the Standard Chartered Hong Kong Marathon. Over the years, many special locations in Hong Kong have provided backgrounds for the Marathon, including the airport, the Cultural Centre, and a number of Hong Kong's signature bridges and tunnels. We also have been adding different races and new elements to make the Marathon a more inclusive event, one that can be enjoyed by professional,



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amateur, wheelchair and student racers from all over the world, and one that also contributes to the community through charity programme. This year, we are delighted that, with the great support of the Hong Kong Special Administrative Region Government and various District Councils, we now have a route running along the iconic Nathan Road. This will allow more runners and supporters to take part in celebrating the 20th anniversary of our Marathon, which is the largest participatory sporting event in Hong Kong.”

Ms May Tan, Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, said, “We feel privileged to have been the title sponsor of the Standard Chartered Hong Kong Marathon since its inception in 1997, and to have witnessed the development of this event from a race with just 1,000 runners into a signature event for Hong Kong. The Marathon showcases the best of sportsmanship, while also raising funds for meaningful causes and filling the city with positive energy. I would like to express my utmost appreciation to each participant and to every Hong Kong citizen for the parts they have played in co-creating this successful Marathon with us.”

20th anniversary celebration initiatives

The initiatives to celebrate the 20th anniversary of the Standard Chartered Hong Kong Marathon aim at providing a great experience for runners, paying tribute to those who have contributed to the success of this signature event over time, showcasing the marathon spirit, and giving the public a chance to enjoy the positivity that the event brings. Key highlights include:

- A new route with an extended section along the iconic Nathan Road for Marathon/ Half Marathon runners
- An enrolment quota of an extra 1,000 places
- New cheering and viewing areas along the routes
- 20th anniversary theme song sung by Eason Chan – ‘Life and Marathon’
- Tributes paid to the runners who have displayed the marathon spirit through the theme song music video and social media campaign
- A Meet-the-Athlete event where elite local and overseas runners meet the public before racing
- A 20th anniversary themed pre-race Marathon Carnival in Victoria Park

More details will be announced in due course.

Standard Chartered Hong Kong Marathon Charity Programme

Over the years, the Marathon has raised more than HK\$51.6 million in support of three charitable organizations and initiatives:

- “Seeing is Believing” – Standard Chartered’s global initiative in collaboration with ORBIS to eliminate avoidable blindness
- The Hong Kong Anti-Cancer Society
- The Hong Kong Paralympic Committee & Sports Association for the Physically Disabled

Runners and charity supporters are invited to continue supporting these charities by making a donation through the Marathon website (www.hkmarathon.com).

As part of its ongoing efforts to support environmental protection, the Marathon registration will be done online. Applicants can register via the official website, and will receive instant confirmation of their successful registration. Entry quotas will be filled on a first-come-first-served basis. The entry fee is HK\$350. Information about the event is available on the official website, or via the event hotline on 2577 0800.



The Standard Chartered Hong Kong Marathon 2016 has been designated a Brand Hong Kong event by the HKSAR government. Other sponsors of the Standard Chartered Hong Kong Marathon 2016 include the Western Harbour Tunnel Company Limited, Xtep International Holdings Limited, Citizen Watches (H.K.) Limited, Watsons Water, POAD Group Limited, F&H BY FANCL, GP Batteries International Limited, Mars Foods Incorporated (Snickers), BMW Concessionaires (HK) Limited, InterContinental Grand Stanford Hong Kong, DKSH Hong Kong Limited (Salonpas), DeLonghi Kenwood APA Limited (Kenwood). Supporting organizations include the Hong Kong Tourism Board, the Major Sports Events Committee, TIML MOM Limited, the Leisure and Cultural Services Department and the Information Services Department.

We are delighted that the Standard Chartered Hong Kong Marathon 2016 becomes an “M” Mark event that helps enhance the image of Hong Kong as Asia’s sports event capital. The “M” Mark awarded by the Major Sports Events Committee, symbolising intense, spectacular and signature event in the territory sports calendar.

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Photo Caption



(From left to right) Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, Mr. Alex Moh, President of the 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 2016 Organizing Committee together launch the 20th anniversary celebration of the Standard Chartered Hong Kong Marathon.



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Guests of honor Ms. Christy Yiu Kit-ching (3rd from right), Mr. Tsui Chi Kin (2nd from right), Mr. Galen Lam (1st from right) and Mr. & Mrs. Fung Kam-hung (1st and 2nd from left) share the stories behind their Marathon mementos.



The new route offers additional cheering and viewing locations where supporters can cheer on the runners and get up close to enjoy the race atmosphere.



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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, organised by the HKAAA. With first title sponsorship in 1997, Standard Chartered Bank (Hong Kong) Limited will celebrate its 20th year as title sponsor with the 2016 event.

Standard Chartered also sponsors marathons in 9 other cities globally including Taipei, Singapore, Mumbai, Nairobi, Kuala Lumpur, Bangkok, Dubai, Stanley (Falkland Islands) and Jersey.

This press release is released by **Ogilvy Public Relations** on behalf of the **Standard Chartered Hong Kong Marathon 2016 Organizing Committee**.

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