



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



press release

FOR IMMEDIATE RELEASE

“JOIN THE RACE, FEEL THE ENERGY!”

**STANDARD CHARTERED HONG KONG MARATHON 2010
HITS THE STREETS ON 28 FEBRUARY**

- 2010 quota set at 60,000—the most runners ever
- New full marathon route mapped to challenge runners
- One more 10K race added
- Leaders Cup back by popular demand for 2nd year

[Hong Kong, 13 October 2009]: The organiser of Hong Kong’s premier sporting event today announced the return of the Standard Chartered Hong Kong Marathon for a 14th year, with more participants allowed than ever.

The Hong Kong Amateur Athletic Association (HKAAA) and Standard Chartered Bank (Hong Kong) Limited announced at a press conference that the Standard Chartered Hong Kong Marathon 2010 will be held on 28 February (Sunday), fielding a maximum of 60,000 runners—5,000 more than last year and the highest quota in the event’s history. The Marathon is an “M Mark” event, granted again by the Major Sports Events Committee (MSEC) of the Sports Commission (SC) as one of Hong Kong’s biggest and major sporting events, enhancing Hong Kong’s position on the world stage of large scale sporting events.

The Organiser unveiled a new route for the Full Marathon along Route 8 between Tsing Yi and Cheung Sha Wan. One more 10Km race will be added, with the route remains along the Island Eastern Corridor (IEC) on Hong Kong Island from North Point to Quarry Bay, Taikoo Shing and Sai Wan Ho, U-turning at Shau Kei Wan and returning to the finish at Victoria Park via IEC (westbound).

全城起動
跑出正能量

Join The Race
Feel The Energy



In addition, the “Leaders Cup” will also be held again – a 1.8km race for business and community leaders as well as celebrities that helped drive interest in the Marathon during its inaugural run last year. The Leaders Cup also helps raise money for Standard Chartered’s charity initiative, Seeing is Believing, a global community programme to help combat avoidable blindness.

Benjamin Hung, Executive Director and Chief Executive Officer, Standard Chartered Bank (Hong Kong) Limited said, “The Standard Chartered Hong Kong Marathon 2010 is bigger than ever. Our new slogan – ‘Join the Race, Feel the Energy’ – really says it all. We want to spread a message of positive energy, encouraging people to participate so they can experience the great feeling that comes from crossing the finish line and cheering on others.”

Hosting the press conference were Mr. Hung; Mr. Alex Moh, President of the Hong Kong Amateur Athletic Association, Mr. Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association; and Mr. William Ko, Chairman of the Standard Chartered Hong Kong Marathon 2010 Organising Committee. Seeing is Believing International Goodwill Ambassador Henry Wanyoike and his running partner Joseph Kibunja, as well as Hong Kong Athletic Team representatives Mr. Choi Tat-ming and Ms. Fan Sui-ping, also participated in a pair of Q&A sessions to answer questions about this year’s charity initiatives and marathon running.

Mr. Hung then presented the athletes with “The Ultimate Guide to Succeeding in the Marathon” – symbolizing the positive energy of the Standard Chartered Hong Kong Marathon.

“People everywhere around the world are becoming more aware of the importance of living a healthy lifestyle that incorporates regular exercise, and the Standard Chartered Hong Kong Marathon’s inclusive, community-based nature is ideal for demonstrating this”, Mr. Moh said. “We are confident this year’s race will attract the largest participation”.

2010 marks the 14th consecutive year that Standard Chartered Hong Kong being the title sponsor for the Marathon. As always, the organiser aim to attract the world’s best marathon runners, as well as locals from all walks of life to participate.

Special incentives and prizes for Hong Kong Permanent Residents are offered once again. Men who finish the Full Marathon in under 3:00:00 and women in under 3:30:00 will receive an award of HK\$1,000. Also, the first three finishers in the Full Marathon, Half Marathon Challenge and 10km Challenge Races who are Permanent Residents will be awarded special prize money.

In addition to the Full Marathon, there will again be two Half Marathon events. The Half Marathon Run 1, which was introduced last year, is open to all runners over 16 years old whose best times over 2:15:00. The Half Marathon Challenge is designed for runners who have their best times under 2:15:00. Men and women can enter the designated categories according to their age groups (16-19, 20-34, 35-44 and 45 and above) and contest for awards.

Runners interested in the 2010 race can register starting today. Participants who enter between now and 30 November 2009 will enjoy a special early bird entry fee of HK\$270 for local runners (HK\$290 for overseas runners). The entry fee for those entering from 1 December to 31 December 2009 will be HK\$320 and HK\$340, respectively.

Entry forms are available at the HKAAA office (Room 2015, Olympic House, 1 Stadium Path, Causeway Bay, Hong Kong) and all Standard Chartered Bank branches in Hong Kong. Applicants can also register online at the official website at www.hkmarathon.com. For more information, please visit the official website or call the official hotline on 2577 0800.

Other sponsors of the 14th Standard Chartered Hong Kong Marathon include the Western Harbour Tunnel Company Limited, Citizen Watches (H.K.) Limited, Watsons Water, New Balance Athletic Shoes (Hong Kong) Limited, Crown Motors Limited, PURE Fitness, Regal Hotels International, POAD Group Limited, and the Information Services Department. Supporting organisations are the Hong Kong Tourism Board, Transport Infrastructure Management Limited, the Leisure and Cultural Services Department and Major Sports Events Committee.

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Released on behalf of Standard Chartered Bank (Hong Kong) Limited by GolinHarris.

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