



SHKP title sponsors The Community Chest Corporate Challenge 2026

新地冠名赞助 2026 公益金慈善马拉松



The Group proudly became the title sponsor of The Community Chest Sun Hung Kai Properties Corporate Challenge 2026 for the first time. All donations raised will go directly to member agencies funded by the Community Chest to provide social welfare services for those in need.

Record participation and donations

The flag-off ceremony was officiated by Co-Chairman of the Organizing Committee and SHKP-Kwoks' Foundation Director Thomas Kwok, along with other distinguished guests. "SHKP is committed to promoting the spirit of Sports for Charity and has long supported various charitable sporting events," said Mr Thomas Kwok. "We are honoured to be the title sponsor of The Community Chest Corporate Challenge this year, and we sincerely thank all the organizations and runners for their participation and support."

The event was successfully held in early January at Sai Kung Country Parks. A total of 1,077 runners from 63 organizations competed in the half-marathon and 10k races—the highest number of participating organizations on record. Nearly 400 of the runners were SHKP employees. The Group contributed HK\$3.5 million as the title sponsor, and 21 other organizations made generous donations, raising a record-high total of about HK\$6.9 million.

Support for residents affected by Wang Fuk Court Fire

Separately, the 2025 Sun Hung Kai Properties Hong Kong Cyclothon, originally scheduled for November 2025, was cancelled to allow the community to focus on recovery efforts following the Wang Fuk Court fire in Tai Po. With the consent of the donors, nearly HK\$750,000 raised from the Cyclothon, and a one-to-one matching donation from SHKP was donated in full to The Community Chest Tai Po Fire Relief Fund, bringing the total to HK\$1.5 million. This contribution aims to provide timely support to residents affected by the fire.



SHKP-Kwoks' Foundation Director Thomas Kwok (front, third left), SHKP Project Director Dominic Kwok (front, fourth left) and other guests officiated the flag-off ceremony
新地郭氏基金董事郭炳江(前排左三)、新鸿基地产项目总监郭基焜(前排左四)与其他嘉宾主持马拉松起跑仪式

集团今年首度冠名赞助“2026公益金新鸿基地产慈善马拉松”，善款全数拨捐香港公益金资助的机构，为有需要人士提供适切服务。

参与机构数目及筹得善款创新高

活动联席主席兼新地郭氏基金董事郭炳江与其他嘉宾主持马拉松起跑仪式。郭炳江表示：“新地一直致力推广运动行善精神，持续积极支持各类慈善运动项目。新地今年很荣幸能成为公益金慈善马拉松的冠名赞助，亦感谢所有企业及跑手的参与和支持。”

赛事于一月初在西贡郊野公园圆满举行。来自63间机构，共1,077名跑手竞逐半马拉松及十公里赛事，当中

包括近400位新地员工，参与机构数目为历来最多。新地捐出冠名赞助善款350万港元，另有21间机构亦慷慨捐款支持活动，合共为公益金筹得逾约690万港元，创历年新高。

支援宏福苑火灾受影响居民

另外，新地冠名及慈善赞助的2025新鸿基地产香港单车节原定去年11月举行，为配合社会集中资源处理大埔宏福苑火灾的善后工作，该活动决定取消。征得捐款人同意后，单车节所筹得的近75万港元善款，连同新地的一比一配对捐款，合共150万港元，全数拨捐“公益金及时雨大埔火灾援助基金”，以支援受影响居民应对难关。

SHKP Chairman and Managing Director Raymond Kwok participates at the Hong Kong Marathon 2026 新地主席兼董事总经理郭炳联支持“香港马拉松2026”



SHKP Chairman and Managing Director Raymond Kwok took to the track at the Hong Kong Marathon 2026 Leaders Cup event. Mr Raymond Kwok joined fellow leaders from the business and public sectors for the 2km race, cheered on by the SHKP Volunteer Team and the public.

新地主席兼董事总经理郭炳联早前参加“香港马拉松2026—领袖杯”，与多位政商界领袖一同参与了二公里赛事。新地义工队及市民到场加油支持。