



SHKP title sponsors The Community Chest Corporate Challenge 2026

新地冠名贊助 2026 公益金慈善馬拉松



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)、新鴻基地產項目總監郭基焜(前排左四)與其他嘉賓主持馬拉松起跑儀式

集團今年首度冠名贊助「2026 公益金新鴻基地產慈善馬拉松」，善款全數撥捐香港公益金資助的機構，為有需要人士提供適切服務。

參與機構數目及籌得善款創新高

活動聯席主席兼新地郭氏基金董事郭炳江與其他嘉賓主持馬拉松起跑儀式。郭炳江表示：「新地一直致力推廣運動行善精神，持續積極支持各類慈善運動項目。新地今年很榮幸能成為公益金慈善馬拉松的冠名贊助，亦感謝所有企業及跑手的參與和支持。」

賽事於一月初在西貢郊野公園完滿舉行。來自 63 間機構，共 1,077 名跑手競逐半馬拉松及十公里賽事，當中

包括近 400 位新地員工，參與機構數目為歷來最多。新地捐出冠名贊助善款 350 萬港元，另有 21 間機構亦慷慨捐款支持活動，合共為公益金籌得約 690 萬港元，創歷年新高。

支援宏福苑火災受影響居民

另外，新地冠名及慈善贊助的 2025 新鴻基地產香港單車節原定去年 11 月舉行，為配合社會集中資源處理大埔宏福苑火災的善後工作，該活動決定取消。徵得捐款人同意後，單車節所籌得的近 75 萬港元善款，連同新地的一比一配對捐款，合共 150 萬港元，全數撥捐「公益金及時雨大埔火災援助基金」，以支援受影響居民應對難關。

SHKP Chairman and Managing Director Raymond Kwok participates at the Hong Kong Marathon 2026 新地主席兼董事總經理郭炳聯支持「香港馬拉松 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.

新地主席兼董事總經理郭炳聯早前參加「香港馬拉松 2026 - 領袖盃」，與多位政商界領袖一同參與了二公里賽事。新地義工隊及市民到場加油支持。