



Hong Kong Tourism Board Chairman Peter Lam (centre) with Group Executive Director & Deputy Managing Director Mike Wong (fifth right), Executive Director Adam Kwok (fifth left), former Hong Kong Cycling Team member Jamie Wong (fourth left) and Hong Kong Sports Institute cycling coach Wong Kam-po (fourth right) at the Sun Hung Kai Properties Hong Kong Cyclothon officiating ceremony

香港旅游发展局主席林建岳(中)·联同集团执行董事兼副董事总经理黄植荣(右五)及执行董事郭基辉(左五)·与前香港单车队成员黄蕴瑶(左四)及香港体育学院单车教练黄金宝(右四)在“新鸿基地产香港单车节”揭幕礼上合影

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## Worthwhile sport for charity

### 运动行善 倍添意义

The Group stages or sponsors different charity sporting events to encourage people to exercise for healthy, sustainable living and promote worthy causes. It is holding the fifth SHKP Vertical Run for Charity and acting as the title and charity sponsor of the Sun Hung Kai Properties Hong Kong Cyclothon. The two charity sporting events have raised over HK\$28 million since they began and all donations this year will again go to child and youth services.

#### SHKP Vertical Run for Charity

The fifth SHKP Vertical Run for Charity will be staging the Race to Hong Kong ICC on 4 December (Sunday) and Race to Shanghai IFC on 23 October (Sunday). The Race to Hong Kong ICC will reprise its role as the grand finale of this year's Vertical World Circuit, bringing elite runners from all over the world to compete at the world's seventh tallest and Hong Kong's tallest building International Commerce Centre (ICC) for the world championship.

Race to Hong Kong ICC will again be divided into four categories: Elite, Individual, Fun Climb and Team Relay. The age 40 or above group in this year's Individual race will be further divided into age 40-49 and age 50 or above

divisions to ensure runners with comparable strength compete in the same category. A Student category will be introduced to the Team Relay event to get secondary and tertiary students involved in vertical running. The overall champions of the men's and women's Individual races will again be sponsored to compete in overseas races to gain international experience.

The Group will further expand its community outreach this year. There will be Step-Up for Fitness fundraisers in Group residential developments again, encouraging residents to exercise for charity. There will also be a mobile app to promote the fun of vertical running. Professional workshops will be offered to provide comprehensive, effective training for interested runners.

#### Sun Hung Kai Properties Hong Kong Cyclothon

The Group continues to be the title and charity sponsor of the Sun Hung Kai Properties Hong Kong Cyclothon on 25 September (Sunday) this year. There will be four races and five cycling activities for local and overseas enthusiasts including the International Criterium, Men's and Women's Open, Team Time Trial, Challenge Ride, Community Ride, CEO Charity & Celebrity Rides, Kids & Youth Rides and Family Fun Ride. The routes will be extended to cover three tunnels and three bridges for the first time to increase the challenge with more iconic buildings and main roads along the way including ICC, Tsing Ma Bridge, Ting Kau Bridge, Eagle's Nest Tunnel and Stonecutters Bridge.

集团致力推广健康及可持续的生活模式，通过举办及赞助不同类型的慈善体育活动，鼓励市民多做运动，同时推广运动行善的精神。集团今年举办第五届“新地公益垂直跑”及担任“新鸿基地产香港单车节”的冠名及慈善赞助商。两者均结合慈善元素，自举办以来，共累计筹得超过2,800万港元善款。今年两项赛事亦将继续为儿童及青少年服务筹款，令活动倍添意义。

### 新地公益垂直跑

“新地公益垂直跑”迈向五周年，两项赛事“勇闯香港ICC”及“勇闯上海IFC”将分别于12月4日（星期日）及10月23日（星期日）举行。香港赛站将继续成为垂直马拉松世界巡回赛的终极赛站，届时来自世界各地的垂直跑精英将齐聚一堂，于全球第七高、全港最高建筑物环球贸易广场（ICC）一较高下，争夺世界冠军殊荣。

“勇闯香港ICC”赛事将继续分为四个组别：精英赛、个人赛、满FUN体验及队际接力赛。今年的个人赛将40岁或以上组别细分为40-49岁及50岁或以上，让实力相若的跑手于同组别竞技；队际接力赛则特设学生组让中学生及大专生组

队参赛，鼓励更多年轻人参与。大会亦继续赞助香港赛站个人赛男、女子总冠军得主，前往海外参加垂直马拉松赛事，让本地优秀跑手开阔视野。

为进一步拓展社区推广活动，大会将继续举办“齐上同行善”踏步筹款活动，鼓励集团旗下住宅住户参与运动筹款。另外，今年更会通过手机应用程序鼓励大众体验垂直跑乐趣，并且邀请专业人士举办训练班，为有兴趣参加赛事的跑手提供全面及有效的训练。

### 新鸿基地产香港单车节

集团今年再度成为“新鸿基地产香港单车节”的冠名及慈善赞助商。活动将于9月25日（星期日）举行，共有四项比赛及五个单车活动，吸引海外及本地单车爱好者参加，包括国际专业公路绕圈赛、男女子公路绕圈赛、队制计时赛、挑战组、悠游组、总裁及名人慈善单车游、儿童及少年单车乐以及家庭单车乐。为增加赛事的挑战性，路线将延长并首度复盖“三隧三桥”，途经更多个标志性建筑及主要道路，包括ICC、青马大桥、汀九桥、尖山隧道及昂船洲大桥等。



Group Executive Director & Deputy Managing Director Victor Lui (centre), Event Organizing Committee Co-chairman Edward Cheung (fourth left), representatives from the official partners and guests at the SHKP Vertical Run for Charity kick off ceremony  
集团执行董事兼副董事总经理雷霆（中）、活动筹委会联席主席张永锐（左四）、合作伙伴代表及嘉宾在“新地公益垂直跑”启动礼上合影留念