



Financial Secretary John Tsang (middle), Secretary for Commerce and Economic Development Gregory So (second left), Hong Kong Tourism Board Chairman Peter Lam (third left), Commissioner for Tourism Cathy Chu (second right), Group Deputy Managing Director Victor Lui (third right) and other officiating guests at the opening ceremony for the Sun Hung Kai Properties Hong Kong Cyclothon 财政司司长曾俊华(中)、联同商务及经济发展局局长苏锦梁(左二)、旅发局主席林建岳(左三)、旅游事务专员朱曼铃(右二)、集团副董事总经理雷霆(右三)及其他主礼嘉宾出席“新鸿基地产香港单车节”启动仪式

Promoting sport for charity with two mega annual events 通过两大年度体育活动推广运动行善

The Group stages and sponsors different sporting events encouraging people to exercise for healthy and sustainable living. The Shanghai stop of the SHKP Vertical Run for Charity and the Sun Hung Kai Properties Hong Kong Cyclothon concluded with success. Meanwhile, the SHKP Vertical Run for Charity – Race to Hong Kong ICC will be held in early December. Both events aim to benefit worthy charitable causes.

SHKP Vertical Run for Charity

The latest SHKP Vertical Run for Charity Shanghai stop Race to Shanghai IFC was a great success with 1,700 runners climbing the 1,460 stairs in Shanghai IFC Tower 2. The race was also the eighth stop on the 2016 Vertical World Circuit. The elite field will compete in the grand finale at the SHKP Vertical Run for Charity – Race to Hong Kong ICC on 4 December.

Sun Hung Kai Properties Hong Kong Cyclothon

The Group continues to be the title and charity sponsors of the Sun Hung Kai Properties Hong Kong Cyclothon, which is the biggest cycling event in the city with over 4,600 local and international riders this year. There were four races and five cycling activities: 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 were extended to cover three tunnels and three bridges for the first time, adding to the fun with scenic views and iconic structures along the way.

Additionally, the Group staged a Bike Challenge for Charity with HK\$50 donation for every kilometre participants clocked up.

All donations from Sun Hung Kai Properties Hong Kong Cyclothon and Bike Challenge for Charity will benefit J Life Foundation, The Boys' & Girls' Clubs Association of Hong Kong, The Hong Kong Federation of Youth Groups and The Community Chest for development of programmes to support local children and youth.



Group Executive Director Adam Kwok (fifth right) and representatives of the beneficiaries of Bike Challenge for Charity 集团执行董事郭基辉(右五)与“六人二轆同行善”活动的受惠机构代表合照



Some 1,700 vertical run enthusiasts in this year's Race to Shanghai IFC 今年共有1,700名垂直跑爱好者参与“勇闯上海IFC”



Group Deputy Managing Director Mike Wong (front, right standing) and Executive Director Christopher Kwok (front, left standing) in the Sun Hung Kai Properties Hong Kong Cyclothon with staff and their relatives
集团副董事总经理黄植荣(前排站立右)及执行董事郭基泓(前排站立左)连同同事及家属参与“新鸿基地产香港单车节”

集团致力推广健康及可持续的生活模式，通过主办及赞助不同类型体育项目，鼓励市民多参加运动。“新地公益垂直跑”上海赛站及“新鸿基地产香港单车节”已于此前结束，而“新地公益垂直跑—勇闯香港ICC”将于12月初举行。两项赛事均结合“体育”及“慈善”元素，别具意义。

新地公益垂直跑

由集团主办的“新地公益垂直跑”其上海赛站“勇闯上海IFC”反应热烈，今年共有1,700名垂直跑好手挑战上海国金中心二期的1,460级楼梯。比赛同时为2016垂直马拉松世界巡回赛的第八站。精英跑手将在12月4日举行的“新地公益垂直跑—勇闯香港ICC”中，竞逐世界冠军殊荣。

新鸿基地产香港单车节

由集团冠名及慈善赞助的“新鸿基地产香港单车节”为香港历来最大规模的单车活动，吸引了逾4,600名海外及本地单车爱好者参加。单车节共有四项比赛及五个活动，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。今年路线延长并首度复盖“三隧三桥”，参加者享受迎风骑行之余，亦可欣赏沿途美景及多个标志性建筑。

另外，集团此前主办“六人二辆同行善”单车接力慈善赛。凡参加者在活动中完成的每一公里，集团将额外捐出50港元善款。

“新鸿基地产香港单车节”及“六人二辆同行善”活动所得善款将捐助启爱共融基金、香港小童群益会、香港青年协会及香港公益金，用于开拓和发展香港基层儿童及青少年服务。

Fifth year for SHKP Love Nature Campaign “新地齐心爱自然”计划推广环保五周年

The SHKP Love Nature Campaign run by Green Power with the Group's support is entering its fifth year. The campaign combines education with appreciation and outdoor exploration so children learn to love nature and pass the idea on to their families. A full range of initiatives have spread the green message to kindergarten and primary school students since 2011, including coastal and terrestrial clean-ups, school visits, eco-tours, drawing competitions and exhibitions, along with training workshops and materials for teachers. Nearly 30,000 students have learned to love nature through interesting campaign activities over the years.

由集团全力支持，绿色力量举办的“新地齐心爱自然”计划今年已迈入第五年。活动结合赏析、户外探索等不同元素，旨在培养学生爱护自然，鼓励他们与家人携手爱护环境。该计划自2011年以来，举办了不同活动，包括海岸及郊外清洁、校园探访、生态学习之旅、绘画比赛及展览等，将环保信息带到小学及幼儿园，并为教师提供培训及教材。五年来，共有近三万名学生通过该计划生动有趣的活动，认识爱护自然的重要性。



Dr Nature On-The-Go kindergarten visit for children
特别为幼童而设的“自然博士进校园”计划校园探访活动