



## Major sporting events promote exercise for good

### 两大体坛盛事 寓运动于行善

The Group stages and sponsors charity sporting events encouraging people to exercise as a part of healthy, sustainable living while helping those in need. It is staging the sixth SHKP Vertical Run for Charity and has been title and charity sponsor of the Sun Hung Kai Properties Hong Kong Cyclothon for three straight years. The two events have raised over HK\$37 million for charity to date.

#### Sixth SHKP Vertical Run for Charity

The latest SHKP Vertical Run for Charity will be staging its Race to Hong Kong ICC and Race to Shanghai IFC on 3 December (Sunday) and 22 October (Sunday) respectively, with the Hong Kong race again the grand finale of the Vertical World Circuit, bringing elite runners from all over the world to compete for top honours at Hong Kong's tallest skyscraper International Commerce Centre (ICC).

The events will again raise funds for charity with race proceeds from the Race to Hong Kong ICC going to The Community Chest of Hong Kong and Hong Kong Council of Social Service to help local disadvantaged children and youth, while proceeds from the Race to Shanghai IFC will go to the Shanghai Children's Health Foundation to provide treatment for young patients from low-income families.

The number of slots in the Race to Hong Kong ICC has been increased to 2,000 this year so more people can get involved. There will be four categories: Elite, Individual, Team Relay and Fun Climb. Team Relay continues to have

Corporate and Open categories, while Students category is subdivided into Secondary Student and Tertiary Student to attract more young people. Fun Climb will be divided into Fun Climb 82 and Fun Climb 21, which means participants can choose to climb 82 or 21 floors according to ability. Anyone over age 10 can register for Fun Climb and there is no ranking, making it a good way for families to try vertical running. The Group will also continue supporting elite local runners to race internationally by sponsoring the overall champions of the Men's and Women's Individual in other races on the Vertical World Circuit.

To further promote sport for charity in the community, a series of activities are under way including Step-Up for Health encouraging people to exercise more, the Step-Up for Wellness fundraiser in the Group's residential developments, flash mobs to gear up the city for vertical running, Race to Hong Kong ICC – Family Fitness Fun in a shopping mall encouraging parents and children to get moving, vertical run training workshops and more.

#### Third Sun Hung Kai Properties Hong Kong Cyclothon

The Group will be the title and charity sponsor of the Sun Hung Kai Properties Hong Kong Cyclothon for a third year. In the spirit of sport for charity, the Group will again make an extra donation on top of part of the race proceeds from the event to help disadvantaged local children and youth.

There will be four races and five cycling activities on 8 October (Sunday) that are expected to draw over 5,000 local and overseas cycling enthusiasts. The Group is introducing an upgraded version of the International Criterium — the Sun Hung Kai Properties Hong Kong Challenge, which will be the first Union Cycliste Internationale (UCI) Asia Tour Class 1.1 Road Race in Hong Kong and the only one in Asia in 2017. Races will also include Men's and Women's Open Races and Team Time Trial, while the activities include 50km Ride, 30km Ride, CEO Charity & Celebrity Rides, Kids & Youth Rides and Family Fun Ride.



Group Deputy Managing Director Victor Lui (centre), Group Executive Director Christopher Kwok (right) and Event Organizing Committee Co-chairman Edward Cheung (left) officiate at the SHKP Vertical Run for Charity announcement  
集团副董事总经理雷霆(中)、集团执行董事郭基泓(右)及筹委会联席主席张永锐(左)一同主持“新地公益垂直跑”启动仪式



Race to Hong Kong ICC – Family Fitness Fun at East Point City draws crowds of parents and children  
于东港城举行的“勇闯香港ICC – 垂直跑亲子乐缤纷”吸引了大批家长与子女参加



Hong Kong Tourism Board Chairman Peter Lam (second right), Group Deputy Managing Director Mike Wong (second left) and Executive Director Adam Kwok (first left) and sponsor representative at the Sun Hung Kai Properties Hong Kong Cyclothon announcement  
旅发局主席林建岳(右二)、集团副董事总经理黄植荣(左二)及执行董事郭基輝(左一)以及赞助机构代表出席“新鸿基地产香港单车节”启动仪式



SHKP Exercise for Good at Schools activities encourage primary students to make exercise a habit while offering a helping hand

“新地运动行善在校园”活动鼓励小学生养成运动好习惯之余，亦不忘帮助身边有需要人士



Flash mobs at Group's shopping malls encourage people to exercise for good  
快闪舞表演于集团旗下多个商场演出，鼓励公众多运动，多行善

集团致力推广健康及可持续的生活模式，通过举办及赞助慈善体育活动，鼓励公众身体力行，多运动，多行善。今年，集团连续第六年举办“新地公益垂直跑”，并且连续第三年担任“新鸿基地产香港单车节”的冠名及慈善赞助商。两项体坛盛事自举办以来，已合共累计筹得超过约3,700万港元，拨作慈善用途。

#### 第六届“新地公益垂直跑”

“新地公益垂直跑”迈入第六年，两项赛事“勇闯香港ICC”及“勇闯上海IFC”将分别于12月3日（星期日）及10月22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精英将云集于全港最高建筑物环球贸易广场（ICC），争夺世界冠军殊荣。

一如以往，活动结合慈善元素，“勇闯香港ICC”赛事筹得的善款，将通过香港公益金及香港社会服务联会，用于本地基层儿童及青少年服务；而“勇闯上海IFC”募集的善款则捐赠予上海市儿童健康基金会，协助贫困儿童患者得到及时救治。

今年“勇闯香港ICC”的参赛名额增至2,000个，鼓励更多人参与。赛事分为精英赛、个人赛、队际接力赛及满Fun体验四个组别。队际接力赛除“企业”及“公开”组外，今年“学生组”细分为“中学生”及“大专生”组别，鼓励更多青少年参与。满Fun体验则分为“82”及“21”组别，也就是跑82层或21层；参加者可按能力选择，十岁以上便可参加，不设名次，一家大小均可体验垂直马拉松的乐趣。此外，集团继续支持本地优秀跑手奔向国际，赞助香港站个人赛男、女子组总冠军到垂直马拉松世界巡回赛其他赛站与外国跑手一较高下。

为了把“运动行善”的理念进一步推广，集团安排了一系列精彩的社区活动，包括鼓励公众积极投入运动的“齐上同运动”、于集团旗下住宅举办含公益元素的“齐上同行善”、让垂直跑热潮席卷全城的快闪舞表演、推广亲子运动的“勇闯香港ICC—垂直跑亲子乐缤Fun”商场运动日以及垂直跑训练班等。

#### 第三届“新鸿基地产香港单车节”

集团第三年担任“新鸿基地产香港单车节”的冠名及慈善赞助商。贯彻运动行善的精神，集团会继续额外捐款，连同来自主办单位的部分赛事收入，用作发展本地基层儿童及青少年服务。

活动将于10月8日（星期日）举行，共有四项比赛及五个活动，预计有超过5,000位海外及本地单车爱好者参与。今年集团更带来升级的国际专业公路绕圈赛——“新鸿基地产香港挑战赛”，赛事不但是香港首次举办的亚洲巡回赛1.1级公路赛，更属亚洲今年唯一一个同类赛事。其他赛事包括男、女子公路绕圈赛及队制计时赛；单车活动则有50公里组、30公里组、总裁慈善及名人单车游、儿童及青少年单车乐以及家庭单车乐。