

## Major sporting events promote exercise for good

### 兩大體壇盛事 寓運動於行善

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  
集團副董事總經理雷霆(中)、集團執行董事郭基泓(右)連同籌委會聯席主席張永銳(左)主持「新地公益垂直跑」啟動儀式



Race to Hong Kong ICC – Family Fitness Fun at East Point City draws crowds of parents and children  
於東港城舉行的「勇闖香港ICC – 垂直跑親子樂Fun」吸引大批家長與子女參加



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  
 旅發局主席林建岳(右二)、集團副董事總經理黃植榮(左二)及執行董事郭基輝(左一)以及贊助機構代表出席「新鴻基地產香港單車節」啟動儀式



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

「新地運動行善在校園」活動鼓勵小學生養成運動好習慣之餘，亦不忘幫助身邊有需要人士



Flash mobs at Group's shopping malls encourage people to exercise for good  
 快閃舞表演於集團旗下多個商場演出，鼓勵公眾運動，多行善

集團致力推廣健康及可持續的生活模式，透過舉辦及贊助慈善體育活動，鼓勵公眾身體力行，多運動，多行善。今年，集團連續第六年舉辦「新地公益垂直跑」，並且連續第三年擔任「新鴻基地產香港單車節」的冠名及慈善贊助商。兩項體壇盛事自舉辦以來，已合共累計籌得超過3,700萬港元，撥作慈善用途。

#### 第六屆「新地公益垂直跑」

「新地公益垂直跑」踏入第六年，兩項賽事「勇闖香港ICC」及「勇闖上海IFC」將分別於12月3日(星期日)及10月22日(星期日)舉行。香港賽站繼續成為垂直馬拉松世界巡迴賽的終極賽站，屆時來自世界各地的精英將雲集於全港最高建築物環球貿易廣場(ICC)，爭奪世界冠軍殊榮。

一如以往，活動結合慈善元素，「勇闖香港ICC」的賽事收益，將透過香港公益金及香港社會服務聯會，用於本地基層兒童及青少年服務；而「勇闖上海IFC」的收益則捐贈予上海市兒童健康基金會，協助貧困兒童患者得到及時救治。

今年「勇闖香港ICC」的參賽名額增至2,000個，鼓勵更多人參與。賽事分為精英賽、個人賽、隊際接力賽及滿Fun體驗四個組別。隊際接力賽除「企業」及「公開」組外，今年「學生組」細分為「中學生」及「大專生」組別，鼓勵青少年多參與。滿Fun體驗則分為「82」及「21」組別，意指跑82層或21層；參加者可按能力選擇，十歲以上便可參加，不設名次，一家大小均可體驗垂直馬拉松的樂趣。此外，集團繼續支持本地優秀跑手奔向國際，贊助個人賽男、女子組總冠軍到垂直馬拉松世界巡迴賽其他賽站與外國跑手一較高下。

為把「運動行善」的訊息進一步推廣，集團安排了一連串精彩的社區活動，包括鼓勵公眾積極投入運動的「齊上同運動」、於集團旗下屋苑舉辦含公益元素的「齊上同行善」、讓垂直跑熱潮席捲全城的快閃舞表演、推廣親子運動的「勇闖香港ICC—垂直跑親子樂績Fun」商場運動日以及垂直跑訓練班等。

#### 第三屆「新鴻基地產香港單車節」

集團第三年擔任「新鴻基地產香港單車節」的冠名及慈善贊助商。貫徹運動行善的精神，集團會繼續額外捐款，連同來自主辦單位的部分賽事收入，用作發展本地基層兒童及青少年服務。

活動將於10月8日(星期日)舉行，共有四項比賽及五個活動，預計有超過5,000位海外及本地單車愛好者參與。今年集團更帶來升格的國際專業公路繞圈賽—「新鴻基地產香港挑戰賽」，賽事不但是本港首次舉辦的亞洲巡迴賽1.1級公路賽，更屬亞洲今年唯一一個同類賽事。其他賽事包括男、女子公路繞圈賽及隊制計時賽；單車活動則有50公里組、30公里組、總裁慈善及名人單車遊、兒童及青少年單車樂以及家庭單車樂。