



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

香港旅遊發展局主席林建岳(中)·聯同集團執行董事兼副董事總經理黃植榮(右五)及執行董事郭基輝(左五)·與前香港單車隊成員黃繼瑤(左四)及香港體育學院單車教練黃金寶(右四)在「新鴻基地產香港單車節」揭幕禮上合照

## Worthwhile sport for charity

### 運動行善 倍添意義

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.

集團致力推廣健康及可持續的生活模式，透過舉辦及贊助不同類型的慈善體育活動，鼓勵市民多做運動，同時推廣運動行善的精神。集團今年舉辦第五屆「新地公益垂直跑」及擔任「新鴻基地產香港單車節」的冠名及慈善贊助商。兩者均結合慈善元素，自舉辦以來，合共累計籌得超過2,800萬港元善款。今年兩項賽事亦將繼續為兒童及青少年服務籌款，令活動倍添意義。

### 新地公益垂直跑

「新地公益垂直跑」邁向五周年，兩項賽事「勇闖香港ICC」及「勇闖上海IFC」將分別於12月4日(星期日)及10月23日(星期日)舉行。香港賽站將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垂直跑精英將聚首一堂，於全球第七高、全港最高建築物環球貿易廣場(ICC)一較高下，爭奪世界冠軍殊榮。

「勇闖香港ICC」賽事繼續分為四個組別：精英賽、個人賽、滿FUN體驗及隊際接力賽。今年的個人賽將40歲或以上組別細分為40-49歲及50歲或以上，讓實力相若的跑手於同組別競技；隊際接力賽則特設學生組讓中學生及大專生組

隊參賽，鼓勵更多年輕人參與。大會亦繼續贊助香港賽站個人賽男、女子組總冠軍得主，前往海外參加垂直馬拉松賽事，讓本地優秀跑手擴闊視野。

為進一步拓展社區推廣活動，大會將繼續舉辦「齊上同行善」踏步籌款活動，鼓勵集團旗下屋苑住戶參與運動籌款。另外，今年更會透過手機應用程式鼓勵大眾體驗垂直跑樂趣，並且邀請專業人士舉辦訓練班，為有興趣參加賽事的跑手提供全面及有效的訓練。

### 新鴻基地產香港單車節

集團今年再度成為「新鴻基地產香港單車節」的冠名及慈善贊助商。活動將於9月25日(星期日)舉行，共有四項比賽及五個單車活動，吸引海外及本地單車愛好者參加，包括國際專業公路繞圈賽、男女子公路繞圈賽、隊制計時賽、挑戰組、悠遊組、總裁及名人慈善單車遊、兒童及少年單車樂以及家庭單車樂。為增加賽事的挑戰性，路線將延長並首度覆蓋「三隧三橋」，途經更多個標誌性建築及主要道路，包括ICC、青馬大橋、汀九橋、尖山隧道及昂船洲大橋等。



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  
集團執行董事兼副董事總經理雷霆(中)、活動籌委會聯席主席張永銳(左四)、合作夥伴代表及嘉賓在「新地公益垂直跑」啟動禮上合照留念