



**“HONG KONG Runningfest 2016”
Hong Kong’s First Running Fest will be held from 13 to 21 August**



(PRESS RELEASE – 10th June 2016, Hong Kong) RunOurCity, a famous local social enterprise, will bring a brand new running event, **HONG KONG Runningfest 2016**, to town this summer. It is the first running festival in Hong Kong, holding from 13th to 21st August for consecutive 9 days in the Central Harbourfront Event Space and also various parts of the Central and Western District. There will be different themed running activities going on everyday, combining carnival, sports workshops, expo and live concert, and with “**SUNIFG HONG KONG STREETATHON@central 2016**” on 21st August as the event’s finale. About twenty thousands of runners are expected to take part in the runs. The registration of “**SUNIFG HONG KONG STREETATHON@central 2016**” will start from 20th June whereas the registration of the remaining activities of “**HONG KONG Runningfest 2016**” will be opened on 21st June.

Mr. Andes Leung, CEO and Co-founder of RunOurCity, remarked in the press conference today, ‘Last year, it was our first time to host the STREETATHON on Hong Kong Island. And this year, we continue to bring in innovative ideas in organizing the running events by holding the 9 days “**HONG KONG Runningfest 2016**” (see the table below). With different types of street run activities, we aim to take our participants into the community to know more about the unique Hong Kong culture, we also like to encourage people in different ages and fields to nurture the optimistic and persistent marathon spirit; and fuel the runners, their friends and even the community with positive energy.’



Ms Maureen Earls, Managing Director of Central Venue Management, Venue Partner of the HONG KONG Runningfest 2016, said, "We are delighted to have RunOurCity on the Central Harbourfront Event Space again with this year's programme including a number of free activities to more of the public. These free running activities are a great finish to our SummerFest@Central Harbourfront which hosts a series of free activities and access for the public to enjoy."

Mr. Ken Wong, Sales and Distribution Director, SUN International Finance Group and title sponsor of "HONG KONG STREETATHON@central 2016" stated that, 'Sun International Financial Group (SUNIFG) continued its involvement with RunOurCity as title sponsor of HONG KONG STREETATHON @central in 2016. Our company wishes to promote the spirit of marathon and "harmony and inclusiveness" through this community involvement activity. Moreover, the Group aims at arousing a deeper love of our homeland among citizens with the event theme of "reheritage".'

Hong Kong Runningfest this year has gained more support from various business organizations. Being one of those, **Dr. Allan Zeman, Chairman of Lan Kwai Fong Group** said, 'Lan Kwai Fong has always been a popular meeting point for trendsetters and fashionistas but it is way more than that! I am excited that Lan Kwai Fong is being part of the carnival this year which brings in the streetrun elements, so that runners can experience and explore the rich cultural diversity and hidden gems of Lan Kwai Fong such as graffiti art and old temple. Of course, don't forget to cool yourself down after the race with a cold beer!'

There are 9 running activities in the 9 days "HONG KONG Runningfest 2016", and will be kicked off by "Central Backstreet Run" on 13th August. This invigorating run will involve running along the streets and lanes of Sheung Wan and Central, which are flanked by many cultural hotspots- such as Central Wet Market, PMQ, Wing Lee Street, LKF and more. "Dignity Moves 2016" held on 14th August will be targeting youngsters, which thousands of fellow runners will run along the coastline in Central for a good cause and show off their moves at Hanjin's music concert after the run. With the theme of Life and Death education, "Tuesday Break I Ghostfest Run" held on 16th August, will past through many reputedly haunted sites, including hospital and cemeteries, to let runners experience the realities of life. "Happy OUR Running Party" held on the Happy Friday (19th August), can always be associated with Happy Hours, is not only a night run but also filled with music, fun and beer. Targeting experienced runners, the "Hong Kong FOOL Marathon" will take place on 20th August, where runners will set off in Central and run for the best marathon route of 42.195km in Hong Kong.

"SUNIFG HONG KONG STREETATHON@central 2016" will draw a grand finale to the runningfest. There are 3 running races in the streetathon, namely Jade Club Duo Run 3km (for senior runners aged 55 or above; paired-up a family/friend member; to promote cross generation interaction), Hong Kong Oldies 5km (including individual, group, wheelchair and blindfold categories) and Youth.ROC 5km. Celebrities from different fields also lend their support to the event. Famous local artists **Wilfred Lau, Stephy Tang, Anita Chui, Kelvin Boy** and **As One** are invited to be the Ambassadors of "SUNIFG HONG KONG STREETATHON@central 2016".

Apart from the running activities, the 9 days "HONG KONG Runningfest 2016" also includes



Running Expo, STREETATHON Carnival, and a series of free trainings and workshops, including **Moves Expo** on 14th August, **FoodyFree Training** on 15th August, **Pose Method of Running** on 17th August and **ROC. Office Training** on 18th August, each are suitable for people in different walks of life to join.

Moreover, “Coca-Cola” will be the “**Running Buddy**” of the “HONG KONG Runningfest 2016” to help participants overcome their running challenges. While keeping participants hydrated, “Coca-Cola” will celebrate success with participants at the finish line, and promote clean PET collection for a greener running journey.

“**HONG KONG Runningfest 2016**” will raise money for three designated beneficiary organizations, including “**Youth.ROC**” training program, **Hong Kong Network for the Promotion of Inclusive Society** and **Hong Kong Federation of Handicapped Youth**. Hong Kong Network for the Promotion of Inclusive Society encourages people with visual, hearing and physical impairments to pair up in a team of two to run in the event, in order to promote able-disabled inclusion.

Organised by Central Venue Management (CVM), **SummerFest@Central Harbourfront** is a major summer programme running from June to August. During the period, an array of monumental sculptures created by world-renowned artist Fernando Botero will be displayed in the Central Harbourfront Event Space. Besides, CVM will collaborate with various community partners to host a series of cultural, family, sports, arts, design and community events, turning the site into a summer pop-up park for the public to enjoy free of charge.

For more details, please visit:

Website: <http://roc.runningfest.hk>

Facebook: [facebook.com/RunOurCityHongKong](https://www.facebook.com/RunOurCityHongKong)

Event Calendar of "HONG KONG Runningfest 2016"

Date:	Category:	Activity:	Target:	Fee:	Place:
13 th -20 th August	Expo	Running Expo*	For public	Free	Central Harbourfront Event Space
13 th August	Running Activity	Central Backstreet Run	Age 18 or above	Individual : \$250 Group : \$3,800	Central and Sheung Wan
14 th August	Running Activity, Music Party	Dignity Moves 2016	Age 12 or above	Individual : \$390	Central & Western Promenade (Central Section)
14 th August	Music and Running Workshops	Moves Exp*	For public	Free	Central Harbourfront Event Space
15 th August	Training	FoodyFree Training*	Age 18 to 60	Free	Central Harbourfront Event Space
16 th August	Running Activity	Tuesday Break I Ghostfest Run*	Age 18 or above	Free	Central Harbourfront Event Space and Central & Western District
17 th August	Training	Pose Method of Running*	Age 18 or above	Free	Central Harbourfront Event Space
18 th August	Training	ROC. Office Training*	Age 18 or above	Free	Central Harbourfront Event Space
19 th August	Running Activity	Happy OUR Running Party*	Age 18 or above	Free	Central Harbourfront Event Space
19 th	Running	Happy OUR Beer Run	Age 18 or above	\$250	Central &

August	Activity				Western Promenade (Central Section)
20 th August	Running Activity	Hong Kong FOOL Marathon	Age 18 or above	Free	Hong Kong Island and Kowloon
21 st August	Running Activity	SUNIFG HONG KONG STREETATHON@central 2016	Age 6 or above	Jade ClubDuo Run 3km : 2 runners: \$700 Hong Kong Oldies 5km: \$380 Youth.ROC 5km: \$350	Central
21 st August	Carnival	STREETATHON Carnival*	For public	Free	Central Harbourfront Event Space

*Part of SummerFest@Central Harbourfront

Download Photo:

<https://drive.google.com/folderview?id=0B1nb8dXOdctXRVM4NFJxb0tMc0U&usp=sharing>

Photo Caption:



01 **Mr. Andes Leung** (L5) and **Mr. Francis Ngai** (R6), Co-founders of RunOurCity; **Ms Maureen EARLS** (L6), Managing Director of Central Venue Management; **Mr. Alex Dong**(L2), CEO of Sun Entertainment Culture Limited; **Mr. Ken Wong**(R1), Sales and Distribution Director of Sun Intenational Financial Group; **Mr. Tommy Wong**(L1), CEO of Sun International Financial Group and **Mr. Wilfred Lau**(L4), **Ms. Anita Chui**(L3) and

	<p>As One, Ambassadors of SUNIFG HONG KONG STREETATHON @central 2016, hosted the opening ceremony in the press conference of “HONG KONG Runningfest 2016”.</p>
	<p>02 Mr. Wilfred Lau, Ms. Anita Chui and As One, Ambassadors of “SUNIFG HONG KONG STREETATHON@central 2016”, shared their running tips during the press conference of “HONG KONG Runningfest 2016”.</p>
	<p>01 Mr. Andes Leung (Upper L4) and Mr. Francis Ngai (Upper R3), Co-founders of RunOurCity; Ms Maureen EARLS (Upper R2), Managing Director of Central Venue Management; Dr. Allan Zeman GBM, JP(Upper L3), Chairman of Lan Kwai Fong Group; Mr. Alex Dong(Upper L2), CEO of Sun Entertainment Culture Limited; Mr. Ken Wong(Upper R1), Sales and Distribution Director of Sun Intenational Financial Group; Mr. Tommy Wong(Upper L1), CEO of Sun International Financial Group and Mr. Wilfred Lau(L4), Ms. Anita Chui(R1) and As One, Ambassadors of SUNIFG HONG KONG STREETATHON @central 2016, hosted the opening ceremony in the press conference of “HONG KONG Runningfest 2016”.</p>
	<p>03, 07, 08 Mr. Wilfred Lau, Ms. Anita Chui and As One, Star Ambassadors of HONG KONG STREETATHON@central, ran in LKF with other guests and called for the public’s support to “HONG KONG Runningfest 2016” and “SUNIFG HONG KONG STREETATHON@central 2016”.</p>



04 Dr. Allan Zeman GBM, JP, Chairman of Lan Kwai Fong Group



05 Ms Maureen EARLS, Managing Director of Central Venue Management



06 **Mr. Andes Leung** (L) and **Mr. Francis Ngai** (R),
Co-founders of RunOurCity ran with the 88-year-old
participant of SUNIFG HONG KONG
STREETATHON@central 2016 Jade ClubDuo Run.

The End

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