



For Immediate Release

Standard Chartered Hong Kong Marathon 2025 Opens for Public Registration on 21 August

Rally Local Shops to Join Cheering, Increase Charity Quota Mobilising Citywide Participation in the Mega Event

HONG KONG, 12 August 2024 – The Standard Chartered Hong Kong Marathon 2025 (“SCHKM 2025”) will take place on 9 February 2025 (Sunday), maintaining the enrolment quota of around 74,000. Online registration will commence in phases for various categories (www.hkmarathon.com), with the public ballot registration beginning on 21 August. As a mega event in Hong Kong, SCHKM 2025 promotes positivity across the city, spreading the joy of the race to local shops along the routes and the wider communities.

This 2025 edition includes Marathon, Half Marathon, 10km Race and Wheelchair Race, with disability entry and the same race courses as the last edition. The Marathon and Half Marathon will start from Nathan Road in Tsim Sha Tsui, the 10km Race from the Island Eastern Corridor, and the Wheelchair Race from the Wan Chai Sports Ground. All races will finish at the Victoria Park. To enhance the competitiveness of the race, the 2025 edition will increase the number of age groups from 8 to 20 (10 each for the men’s and women’s divisions). The top 3 runners competing in the Challenge races in each age group will be awarded. Meanwhile, the Marathon Special Incentive Award will continue to be offered with a prize of HKD1,000 to each male and female Hong Kong permanent resident-runners in the Marathon Challenge, who can complete the race within 3 hours and 3.5 hours respectively.

Rally Local Shops to Join Cheering, Promote Mega Event Economy

The Standard Chartered Hong Kong Marathon is Hong Kong’s largest participatory annual sporting event. For years, it has attracted local and international runners to compete at the highest level, with countless enthusiastic spectators cheering along the routes. To ramp up the excitement and promote the mega event economy, the organiser will rally nearly 1,000 local shops in the race districts to participate in the SCHKM 2025 in an alternative way by cheering for runners on the race day, together encouraging the runners to run faster and further, turning the event into a citywide carnival for spectators.

Beneficiary Quota for Marathon Charity Programme Nearly Doubled

SCHKM 2025 will continue to spread positive energy to the entire community through the Marathon Charity Programme, which raised nearly HKD8 million for 28 charitable organisations in the previous edition. This time, SCHKM 2025 will take a step further by nearly doubling the number of beneficiaries to approximately 50 charitable organisations, while increasing the quota allocated to these charitable organisations by half. The participating



charities will be able to leverage the fundraising platform to support their services, covering “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”, so as to help more people in need.

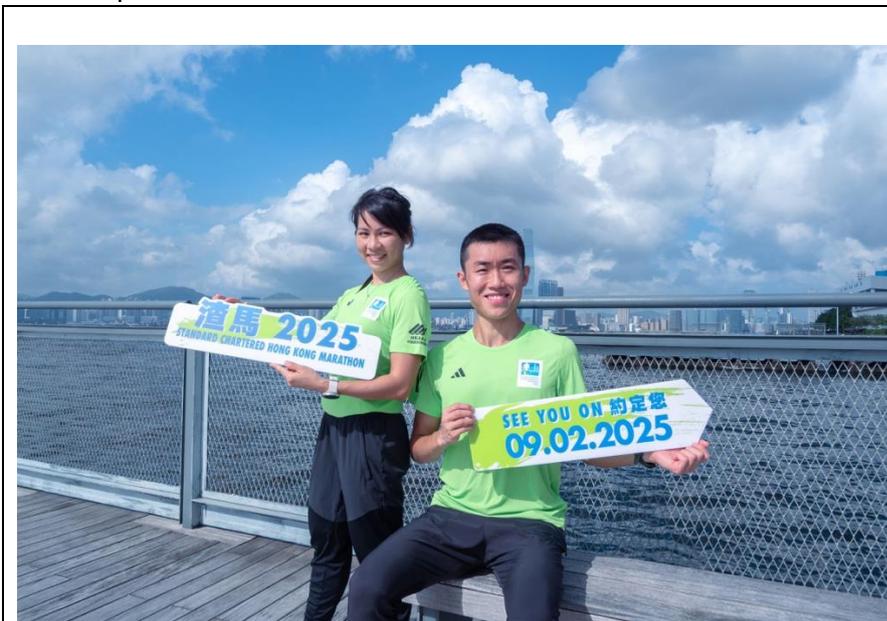
Mr. Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates, said, “The Standard Chartered Hong Kong Marathon is a highly popular sporting event both locally and internationally and has been awarded ‘M’ Mark status for years. SCHKM not only promotes physical and mental health among the public, but also fosters positive energy in the society. This edition’s ‘Marathon Charity Programme’ will see a significant increase in both the number of charitable organisations and charity runner quota, allowing more charities to raise funds through the race to support more people in need. We express our heartfelt thanks to the government, sponsors and volunteers for their support, enabling runners to compete with each other and strive for breakthroughs.”

Ms. Mary Huen, Cluster Chief Executive Officer (Hong Kong, Taiwan and Macau), Standard Chartered, said, “Standard Chartered has been the title sponsor of the Standard Chartered Hong Kong Marathon for more than two decades. Throughout the years, we have worked closely with the Hong Kong, China Association of Athletics Affiliates to provide an arena for runners to perform at their best, while encouraging citywide participation in all shapes and forms. In addition to fundraising for the community, SCHKM 2025 will mobilise local shops along the race routes to jointly cheer for the runners. By boosting the excitement around the race, we hope to also drive economic and social benefits, while injecting positivity in Hong Kong.”

Other sponsors of the Standard Chartered Hong Kong Marathon 2025 include: adidas Hong Kong Limited, Thong Sia Watch Co., Ltd., A.S. Watson Group (HK) Ltd., POADmedia Limited, GP Batteries International Limited, Crown Motors Limited, Regal Kowloon Hotel, Hisamitsu Pharmaceutical (Hong Kong) Co., Limited, Otsuka Pharmaceutical (H.K.) Limited., Shiseido Hong Kong Limited, Shun Hing Group, Hengan Pharmacare Co., Ltd., Kao (Hong Kong) Ltd, and Whealthfields Lohmann (HK) Ltd.



Photo caption:



SCHKM 2024 Women's Marathon local champion Christy Yiu (left) and Men's Marathon local second runner-up Chong See-yeung (right) invite everyone to participate in the Standard Chartered Hong Kong Marathon 2025 to be held on 9 February next year.

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About the Standard Chartered Hong Kong Marathon

The Standard Chartered Hong Kong Marathon, organised by the Hong Kong, China Association of Athletics Affiliates, is Hong Kong's largest participatory annual sporting event attracting over 78,000 local and overseas participants each year previously. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in seven other cities globally including Taipei, Singapore, Nairobi, Kuala Lumpur, Stanley, Jersey and Hanoi, as well as a 10km run in Shanghai and 5km run in London.