



FOR IMMEDIATE RELEASE

## Standard Chartered Hong Kong Marathon 2026

Public ballot opens on 8 September

Enhanced overseas promotions to leverage Hong Kong's position as a centre for major sports events

New Youth Run at SCHKM Expo to boost development of local long distance running

**Hong Kong, 26 August 2025** – The Standard Chartered Hong Kong Marathon (SCHKM) 2026, set for Sunday, 18 January next year, is poised once again to elevate Hong Kong's position as a premier international mega sports hub. To groom future generations of runners, the SCHKM will launch a new "Youth Run" the day before the race at the Marathon Expo – a new element that aims to elevate the expo experience. This year, the Organiser has also enhanced overseas promotions through the Hong Kong Tourism Board and overseas sports travel agents.

### Brand-new logo unveiled to mark a new milestone

At today's press conference, the SCHKM unveiled a brand-new event logo designed to reflect the race's dynamic spirit. The new logo incorporates iconic landmarks of Hong Kong while symbolising the marathon spirit of resilience and endurance. It also fully embodies the SCHKM's motto, "Together, we run further", and highlights Hong Kong's success as a vibrant metropolis.

### Enhancing the Standard Chartered Hong Kong Marathon Expo to promote Kai Tak Sports Park's features

Capitalising on the early opening of Kai Tak Sports Park (KTSP), the Organiser took first-mover advantage to launch the inaugural Marathon Expo, which attracted over 100,000 attendees and generated significant spendings. To further showcase and utilise KTSP's potential and enrich the overall experience for runners and wider audiences, the Organiser will introduce the Youth Run during the 2026 Expo to immerse young people in the marathon spirit and enable their families to cheer them on.

**Mr Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates (HKAAA) and Chairman of the SCHKM 2026 Organising Committee**, stated, "As a highly anticipated local and international sporting event, the SCHKM is constantly evolving. This year, we are pushing overseas marketing – especially in long-haul markets – to attract even more international runners to compete with local athletes, which will boost race quality and excitement while fully reflecting the dynamic energy of Hong Kong's mega events and sports economy. We are also organising the Marathon Expo at Kai Tak Sports Park again and introducing new components to showcase the venue's potential. The newly added Youth Run is designed to give younger generations a taste of marathon running and nurture their enthusiasm for long-distance running. We anticipate an excellent pre-race and race day experience for both local and international runners as well as their friends and families."

**Ms Mary Huen, Chief Executive Officer, Hong Kong and Greater China & North Asia, Standard Chartered**, said, "The longstanding collaboration between Standard Chartered and the HKAAA has enabled the SCHKM to go from strength to strength as a showcase of Hong Kong's appeal as global sports events capital. I am also pleased to see the HKAAA making further efforts to promote the SCHKM internationally and inject new elements to support sports tourism. This year, the 'Support



Small Businesses, Cheer On The City' initiative will invite SMEs operating in the food and beverage sector across Hong Kong to leverage the SCHKM 2026 as a platform to engage their customers and runners.”

The SCHKM 2026 will retain its enrolment quota of 74,000, covering race categories including the Marathon, Half Marathon, 10km and Wheelchair Races with continued provision for disability entry. Racecourses and age group classifications remain the same. Online registration will begin in phases with public ballot registration opening at 10:00 AM on 8 September ([www.hkmarathon.com](http://www.hkmarathon.com)).

Other sponsors of the Standard Chartered Hong Kong Marathon 2026 include adidas Hong Kong Limited, Thong Sia Watch Co., Ltd, A.S. Watson Group (HK) Ltd., POAD MEDIA Limited, GP Batteries International Limited, Inchcape Hong Kong Limited (Crown Motors Limited), Regal Hotels International, Hisamitsu Pharmaceutical (Hong Kong) Co., Limited, Otsuka Pharmaceutical (H.K.) Ltd., Shiseido Hong Kong Limited, Shun Hing Group, Hengan Pharmacare Co., Ltd., Kao (Hong Kong) Ltd, WL Centralin (HK) Co., Limited and GARMIN. Supporting organisations include the Information Services Department, Hong Kong Tourism Board, the Leisure and Cultural Services Department and TIML MOM Limited.

For high-resolution photos, please refer to the link here: <https://shorturl.at/LusiR>



Photo 1

The press conference for SCHKM 2026 took place today, where officials announced the latest details. Officiating guests who launched the event included (from left) Mr Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates and Chairman of the SCHKM 2026 Organising Committee; Ms Mary Huen, Chief Executive Officer, Hong Kong and Greater China & North Asia, Standard Chartered; and Dr David Mong, Senior Vice-President of the Hong Kong, China Association of Athletics Affiliates.



Standard Chartered  
**Hong Kong Marathon**  
 渣打香港馬拉松  
 2026



Photo 2

Officiating guests and local elite athletes, including Mr Lam Vincent Leslie (first from left), Ms Christy Yiu Kit Ching (second from left), Ms Kwan Yan Yi (second from right), and Mr Wang Nok Wang (first from right) rally the city to drum up excitement for the SCHKM.

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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. 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 Hanoi, Jersey, Kuala Lumpur, Nairobi, Singapore, Stanley and Taipei as well as a 10km run in Shanghai and a 5km run in London.