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Media Release

“HealthFest by AIA” Brings the Fun of Living Healthier to the Community

Hong Kong, 6 October 2018 – “HealthFest by AIA” organised by AIA Hong Kong has concluded successfully on 1 October at the AIA Vitality Park next to The Hong Kong Observation Wheel. The week-long event has received an overwhelming response from the public, attracting close to 40,000 attendees. There were 60 wellness activities onsite, each designed to help people live healthier, longer, better lives. Please visit <https://youtu.be/WnFbVlKiJqo> to view the event highlight of “HealthFest by AIA”.

“HealthFest by AIA” is the first large-scale public event organised by AIA Hong Kong since the opening of the AIA Vitality Park. It covered a wide variety of activities featuring wellness, sports, music, parent-child bonding, and arts. Participants were enthusiastic in writing down their health goals at the “Wishing Wall”, attending the football clinics conducted by professional coaches from Tottenham Hotspur, or joining the outdoor yoga classes led by star instructors. At the Music Day under the Wheel, people enjoyed music performances by many popular buskers, which took the fun-filled event to a high point. Other popular activities included kids sports, Blender Bikes for a fresh and healthy smoothie, health check-up, and health talks. Some of the activities were also eligible for earning Vitality Points.

AIA Hong Kong recognises the importance of engaging the community to actively motivate people in leading a healthier lifestyle. “HealthFest by AIA” was its latest initiative in encouraging the public to embrace a healthy lifestyle and turn health awareness into life-long habits. By bringing the fun of living healthier to the community with the event, AIA is delivering on its brand promise of helping people live healthier, longer, better lives.

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AIA Hong Kong hosted eight yoga classes with different themes, including classes led by Star Instructor Almen Wong, with live accompaniment conducted by the Hong Kong Philharmonic Orchestra, family yoga, and an evening yoga class for AIA’s staff. These activities helped participants relax, while promoting parent-child relationship.



Music Day under the Wheel featured performances by many popular buskers, including Mr Wally, Tang Siu Hau, Adrian Fu, and Dusty Bottle. It took the fun-filled event to a high point with the rhythm of music livening up the Central harbour front.



Kids’ sports activities joined by their parents promote healthy living messages among the next generation early in their lives. We also encouraged people to exercise by participating in Blender Bikes for a fresh and free healthy smoothie.



The “Wishing Wall” was filled with creative health goals.



Children were well-rewarded by attending football clinics specially designed for kids by professional coaches from Tottenham Hotspur.



People had a better understanding of their physical and mental health by participating in the stretching exercise, health check-up, and health talks.

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The wide variety of activities at “HealthFest by AIA” energised the Central Harbour Front. There were smiling faces all around the AIA Vitality Park.

About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 15,000 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at 30 June 2018

² as at 31 March 2018

About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$221 billion as of 30 June 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of 32 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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