



Thousands of runners enjoy a fun-filled Hong Kong Disneyland Resort 10K Weekend 2019

Disability inclusion and green initiatives promote healthy and sustainable living



HONG KONG, November 4, 2019 – The annual 10K Weekend 2019 at Hong Kong Disneyland Resort (HKDL) reached its fourth consecutive year. Presented by AIA Vitality, this year’s festivities took place from November 2 to 3 and attracted more than 10,000 local and international runners, joining over 100 Disney friends, Pixar pals and performers who enthusiastically cheered on the runners throughout the park and resort area. Leaders from various sectors from tourism to non-profit organizations showed their support by participating in the “HKDL Leadership 3K” race to promote healthy living.



Stephanie Young, managing director at HKDL, said, “We are so proud to see so many happy faces at this fourth edition of Hong Kong Disneyland Resort’s 10K Weekend, which is a great way to encourage

healthy living and exercise in the most unique way imaginable. We have a few exciting developments to reflect our continued efforts on sustainability, diversity and healthy living this year. One such way is through our sponsorship of the Hong Kong Federation of Handicapped Youth (HKFHY), helping more children and young people with disabilities enjoy outdoor exercises and fitness activities. It means so much to us to see many people with different abilities and backgrounds come together to take part in the 10K Weekend each year.”



Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “We are thrilled to be the presenting sponsor at the 10K Weekend for the fourth consecutive year in the name of AIA Vitality. This event combines fun and exercise for people of all ages, and has been well-received by the community every year. We will continue to strengthen our collaboration with Hong Kong Disneyland Resort to create more magical experiences for the community, fulfilling our brand promise of helping people live healthier, longer, better lives.”

Encouraging disability inclusion and green initiatives

For this year’s event, to further encourage accessibility and demonstrate the spirit of sports for all, the resort donated a portion of proceeds to the HKFHY to support its “HKFHY Momentum Academy” program. The project gives children and youth with disabilities the opportunity to take part in sports and outdoor activities to support physical strength, social experiences, confidence, and a healthy lifestyle. Around 60 runners from HKFHY – including those with visual, hearing and physical disabilities – participated in the “*Monsters, Inc.* 3K” race on November 3.





The 10K Weekend was also an opportunity for HKDL to demonstrate its continued commitment to environmental protection. Last year's event was recognized with a "Green Outdoor Event" award from The Hong Kong Awards for Environmental Excellence alongside the Environmental Protection Department. With the goal of achieving a carbon-neutral event, this year's event also collaborated with various green groups to recycle plastic bottles, paper water cups and other recyclable items. Water dispensers and 3,000 reusable water cups were provided in support of the Reusable Tableware Lending

Programme launched by the Environmental Campaign Committee and the Environmental Protection Department.

To encourage runners to take part in raising awareness for environmental protection and supporting green initiatives, a HK\$10 discount on the event's food and merchandise items was available for runners who shared photos of their own bottles #10KWeekendBYOBottle.

A comprehensive resort destination with a diverse and magical journey



This year, each gold medal winner in the "Toy Story 10K" race was upgraded to a stay at the Kingdom Club Cinderella Suite or Kingdom Club Frozen Suite at Hong Kong Disneyland Hotel, allowing them to share the sweetness of their victory with their loved ones.

The 10K Weekend is just one of the magical offerings at HKDL, where guests are able to enjoy unique and non-stop entertainment. Apart from the 10K Weekend, the resort is also an ideal venue for international and regional events including conventions, catering, weddings and more.

Even more offerings and attractions are scheduled in the coming years at HKDL. The transformed Castle of Magical Dreams is scheduled to open in 2020, with a brand-new nighttime spectacular as well as a new daytime show. In 2021, HKDL will also welcome the first-ever themed area based on the world of "Frozen" complete with all its sights, sounds, cuisine, and traditions. And following the recent openings of Ant-Man and The Wasp: Nano Battle! and Iron Man Experience, more exciting Marvel offerings are in store for the coming years.

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

Mobile app gives the latest updates

The HKDL mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Use the GPS-enabled map to find your way around the park or make reservations for park restaurants. See when and where your favorite Disney characters will appear in the park and make every moment count with wait times for each attraction. Magic Access members can also view block-out calendars and membership privileges, designed to make your visit even more magical.

About AIA Vitality

AIA Vitality is a game-changing wellness programme that redefines the traditional concept of insurance and aims to reward customers to live a healthy lifestyle. By simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status to enjoy either more premium discounts or extra cover, and a number of exciting rewards.

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