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Hong Kong Disneyland Resort's 10K Weekend Makes a Comeback After Three Years

*Close to 18,000 runners come together
in a show of inclusion and sustainability*

HONG KONG, March 19, 2023 – Hong Kong Disneyland Resort (HKDL)'s long-awaited 10K Weekend returned to the resort on March 18 and 19 after more than three years. Presented by AIA Vitality, it was the first mega event to be held at the resort since the pandemic, with close to 18,000 runners donning their brightest and most magical Disney looks. The fun-filled jamboree saw appearances from beloved Disney characters, including Duffy and Friends, Marvel Super Heroes, Pixar Pals and Mickey and Friends cheering alongside entertainment performers throughout the park, from Main Street, U.S.A. to the iconic archway of the Castle of Magical Dreams. Leaders from all over Hong Kong, including corporate partners and non-profit organizations, joined in on the fun, showing their support by participating in the "Leadership 3K" race.



Paul Chan, Financial Secretary of the Hong Kong Special Administrative Region Government, and Kevin Yeung, Secretary for Culture, Sports and Tourism, joined as guests of honor to kick-start the race on Mar 18.

Michael Moriarty, managing director, HKDL, said: "We are so happy to host everyone again at HKDL's highly anticipated 10K Weekend after more than three years. This year, runners and Disney enthusiasts raced through the iconic archway of the Castle of Magical Dreams for the first time,

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10K WEEKEND 2023

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hearing cheers from their favorite Disney characters along the way.” He added: “Having so many people take part in the event is a great way to strengthen community spirit and a reminder to treasure our good health. There’s no better way to work out than to do it alongside our favorite Disney characters, friends and family.”



Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said: “It gives us great pleasure to sponsor Hong Kong Disneyland’s 10K Weekend in the name of ‘AIA Vitality’ for the fifth year. This year the ever-popular family event has a new vibe, where people can go maskless and enjoy this fun and magical event with families and Disney characters, living healthier, longer, better lives together.”





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The champion of the “Marvel Super Heroes 10K” race won a one-night stay at the Hong Kong Disneyland Hotel, with their choice of either the Kingdom Club Cinderella Suite or Kingdom Club Frozen Suite, as well as one HK\$1,000 shopping voucher and one footwear voucher from Skechers. The first and second runners-up were awarded a lunch buffet at the Hong Kong Disneyland Hotel and one set of shopping vouchers from Skechers. To celebrate Disney’s 100th anniversary, each runner also received a Disney 100-themed lanyard and medal upon completing the race.



Festivities showcasing inclusivity and diversity

Runners with various disabilities also took part in the 10K Weekend, including those with visual, hearing and physical disabilities. A participant from the Hong Kong Federation of Handicapped Youth (HKFHY), Jennifer Lui – the first wheelchair doctor in Hong Kong, and the first wheelchair doctor to participate in 10K Weekend – joined the “Duffy and Friends 3K Inclusive Run” and said: “HKDL’s 10K Weekend event is a great opportunity for all to enjoy 10K Weekend together in a Disney atmosphere. It’s great to see HKDL continuing to promote inclusion at this festive event!” David Li, another participant from HKFHY, also took part in the 3K Inclusive Run. He said: “This event reminded us of the importance of exercise to live a healthy life. I had been looking forward to this unique experience to run through the park at 10K Weekend!”



To share magic with the community, in collaboration with HKFHY, HKDL will donate a portion of the event’s proceeds to the non-profit in support of the “HKFHY Momentum Academy.” The academy promotes the social inclusion of children with disabilities, providing a wide range of children’s initiatives including adventure training, outdoor programs and fitness activities.

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Prioritizing sustainability

As part of the park's continued commitment to promote sustainability, diversity and healthy living, HKDL introduced a few new developments to 10K Weekend in collaboration with The Green Earth, a non-profit organization we have been working with since 2016, to launch a series of green initiatives. The park has designed the event to be more environmentally friendly by providing water dispensers along the routes so that runners can bring along their own bottles, as well as recyclable paper cups. More items on-site were recycled, including plastic bottles, bib pins, bags, baggage tags, paper packaging, banana peels and more, while Disney VoluntEARS educated participants on environmental efforts throughout the event.



Non-stop magical experiences throughout the year

While HKDL has kicked off the year with the return of the 10K Weekend, there is so much more excitement in store for guests in 2023.

This spring, a new themed experience will transport guests into the world of Duffy and Friends at Plaza Grounds. In collaboration with the Hong Kong Ballet, HKDL will present an original 30-minute



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production, “StellaLou’s Wonderful Wishes Ballet,” where the story of StellaLou working hard to become an established dancer is beautifully interwoven through a dazzling performance by Hong Kong Ballet professional dancers. Additionally, in May, Stark Expo at Tomorrowland will summon the Avengers to meet our guests.

In the second half of 2023, HKDL will inaugurate World of Frozen, the first highly immersive *Frozen*-themed land inspired by the Walt Disney Animation Studios hit films. Guests will be able to visit the kingdom of Arendelle and be fully immersed in all its sights, sounds, cuisines and traditions as seen in the all-time favorite movies. What’s more, this year HKDL will launch its very own, long-awaited Walt Disney and Mickey Mouse statue named “Dream Makers.”

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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, unique 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 wellbeing, 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.

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. For details and offers of AIA Vitality, please visit aia.com.hk/aiavitality