

Immediate Release



Mazarine Asia Pacific Electrifies Hong Kong City Night with First-Ever “AIA Electric Run”

(11 September 2014, Hong Kong) Mazarine Asia Pacific, the leading luxury communications agency, proudly announced today its partnership with Electric Run™ to be the Organiser in bringing the most sought-after world's premier nighttime run to Hong Kong for the first time. Sponsored by AIA Hong Kong, the debut “AIA Electric Run” will set Central Harbourfront aglow on the nights of 28 & 29 November 2014.

Featuring immersive “electric zones” of light and sound, “AIA Electric Run” takes participants on a nighttime journey with top entertainment through an electric wonderland where your body, mind and soul will be transported to a new sphere in a healthy manner. Participants are encouraged to dress in their glowing dazzling best with anything their creative imagination can conjure up while enjoying the fun run through 5 colourful glowing and surreal zones – Sweet Tooth Acres, Under The Sea, Electro Rainforest, Powerhouse, and Rainbow Road, before reaching the finishing where celebration party continues.

Ms. Michelle Cheng, Chief Executive Officer of Mazarine Asia Pacific & the Organiser, said “Originated from the States and sweeping across 50 European and Asian cities, with over 1 million participants, Electric Run™ is the only social fun run, walk or dance mixed in a vibrant scene with live tunes. We are proud and excited to bring this unconventional dynamic night run to Hong Kong set against the beautiful Victoria Harbour, not just this year but years to follow. We look forward to making Electric Run™ the most anticipated lifestyle entertainment festivals in Hong Kong every year for everyone to enjoy, both locals and overseas tourists of every age. We want to express our gratitude to AIA Hong Kong as the title sponsor for this inaugural Electric Run™ in Hong Kong and looking towards a mutually beneficial and successful partnership in the years to come.”

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “We are delighted to sponsor the international renowned “AIA Electric Run” event which will be first-ever held in Hong Kong. The event’s festive carnival atmosphere and spectacular night run will be a unique and unforgettable experience for all participants. Being as ‘The Real Life Company’, we understand that the people of Hong Kong value the importance of healthy living. Through our title sponsorship of this energizing and vibrant international event, we are committed to leading an active and healthy lifestyle with the local community.”

REGISTRATION OPENS on 11 September 2014 at 8:00 PM on the official website <http://electricrun.hk/>.

First 25 people to register for “Early Bird” will receive a FREE LED glow hoodie!
Early Bird Standard Package at HK\$450 (Limited to FIRST 3,000 registrations)
Early Bird Deluxe Package at HK\$650 (Limited to FIRST 500 registrations) Follow us on Facebook: www.facebook.com/electricrunhongkong or Instagram: #ERHK.

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Mazarine Asia Pacific announced the first-ever “AIA Electric Run”, which will set Central Harbour front aglow in November 2014.

Ms. Michelle Cheng, Chief Executive Officer of Mazarine Asia Pacific & the Organiser and Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, officiated at the kick-off ceremony.



Ms. Michelle Cheng, Chief Executive Officer of Mazarine Asia Pacific & the Organiser said she is proud and excited to bring Electric Run to Hong Kong and that it would be set against the beautiful Victoria Harbour.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said AIA is delighted to title sponsor the first-ever “AIA Electric Run” in Hong Kong and to bring a unique and unforgettable experience to the city.

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AIA Electric Run will feature immersive “electric zones” of light and sound.



Electric Run is the only social fun run, walk or dance with live music played throughout the route.
It has swept across Europe and Asia to over 50 countries internationally.
The first-ever “AIA Electric Run” will commence on the nights of 28 & 29 November 2014
at Central Harbour front in Hong Kong.

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