



[Media Release]

Hong Kong Disneyland presents running magic in September
Inaugural “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” takes runners through theme park and green vicinity
Cheering along the way by Disney friends and Cast Members
Early-bird enrollment for Magic Access members



(Hong Kong, May 24, 2016) The first Hong Kong Disneyland official running event, “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality”, will be held on September 10 and 11, 2016. The event welcomes runners of all ages to join races of various distances to experience the excitement of running in and around Hong Kong Disneyland for the first time, all while they are cheered on by Disney friends and spectators along the route. Enrollment for the general public is available from May 28 (10am onwards) to June 20 via the dedicated event enrollment web page (www.hongkongdisneyland.com/events/10k-weekend).

“Running is part of a healthy lifestyle. We’re glad to launch the first-ever official running event at Hong Kong Disneyland,” said Samuel Lau, Managing Director of Hong Kong Disneyland Resort. “We hope that guests of all ages are able to explore the joy of exercise through this event, and we plan on introducing more offerings in the future to allow guests to experience Disney magic and develop healthy lifestyle habits at the same time.”

Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau said: “AIA Vitality is thrilled to present the first-ever magical health journey at Hong Kong Disneyland. As ‘The Real Life Company’, AIA hopes this event will spread positive energy and healthy vibes while giving kids happy memories of sports. This one-of-a-kind running experience combines AIA Vitality’s health message and the joyful atmosphere at Disneyland. I am sure it will be a magical experience for all participants while engaging the community to pursue a healthier, more active lifestyle.”

Mickey and his friends to cheer on runners



Co-organized by the Hong Kong Amateur Athletic Association, the “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” is the first-ever running event that lets guests run into the theme park and around the resort’s meticulously landscaped surroundings. Beloved Disney friends including Mickey, Minnie, Donald and Goofy will put on their sporty costumes and lead Disney’s Cast Members to cheer on all the runners along the route with special

cheers, giving the sporty participants a different way to experience Disney magic.

There are four types of races for runners of different ages to join: 100m and 200m Kids Races, a 3K Family Run, a 5K Fun Run and a 10K Run, with enrollment fees ranging from HK\$199 to HK\$899. The 10K Run and 5K Fun Run take guests through the seven themed lands in the park – Main Street, U.S.A., Fantasyland, Tomorrowland, Adventureland, Toy Story Land, Grizzly Gulch and Mystic Point. Along the route, runners are welcome to stop and take photos with their favorite Disney friends. The event also offers an opportunity for children and families to enjoy healthy outdoor family fun. In addition, part of the event proceeds will be donated to The Children’s Cancer Foundation to support children in need.

All runners passing the finish line will be awarded an exclusive Disney-themed medal to applaud their triumph in challenging themselves. Each participant can also redeem an exclusive runner’s pack that includes a park admission ticket*, an event T-shirt, a Disney-themed running bib, a runner’s guide and more. The runner’s pack can be collected at an appointed location on September 3 or 4. The collection details will be indicated in the confirmation letter to be mailed to enrolled participants.

Special accommodation and dining rewards for 10K Run winners

It is especially worth noting that as the event is co-organized by the Hong Kong Amateur Athletic Association, the results of the 10K Run will be recognized in the Hong Kong rankings. To add incentives for these dedicated runners, Hong Kong Disneyland Resort will present special accommodation and dining rewards to winners. Runners taking part in the 10K Run will be divided into four age groups: 16-19, 20-34, 35-44, and 45 and above. The three fastest runners of each age group will win one-night accommodation at a resort’s hotel or a buffet in one of the hotels’ restaurants.

Prizes for 10K Run Winners	
Winner	Prize
Champion	1 night accommodation in a standard room of Disney’s Hollywood Hotel
First Runner-up	Dinner Buffet for 2 persons at Enchanted Garden Restaurant, Hong Kong Disneyland Hotel
Second Runner-up	Lunch Buffet for 2 persons at Chef Mickey, Disney’s Hollywood Hotel

Accommodation for runners

Registered participants of the event may enjoy up to 40% off the prevailing room rate for staying in the Hong Kong Disneyland Hotel and Disney’s Hollywood Hotel’s Rooms between September 8 and 11. Booking will be available through a runners-only website (the link for booking is exclusive to registered participants, accessible from the confirmation email) from May 25 to Aug 3 or at the Hong Kong Disneyland Reservation Centre hotline 1-830-830.

Exclusive merchandise items and dining offer for participants

Event mementoes and dining offer exclusive for event participants will be available from May 25[#] via the dedicated event enrollment web page (www.hongkongdisneyland.com/events/10k-weekend).

Participants can choose from a range of limited edition merchandise created specially for “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality”. From apparel to caps, water bottles, towels and Disney trading pins, runners can build their own collection while supplies last, to proudly commemorate their participation in the magical and health-enhancing event. Limited quantities of event mementoes will also be available for sale at the park on the event day.



Participants can also enjoy the exclusive offer of a 3-in-1 Supreme Meal Coupon at only HK\$198 (Original price HK\$238), which includes a lunch and dinner at designated restaurants and refreshments at Outdoor Vending Carts in the park.

(Photo for reference only)

*Except for participants of 100m and 200m Kids Races, and participants using the Platinum and Gold Magic Access Member discount

[#] Early-bird enrollment for Magic Access Members begins at 10 a.m. on May 25 to May 27. Enrollment for the general public is available from May 28 to June 20.

“Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Merchandise			
Item	Price	Item	Price
Water Bottle	HK\$ 88	Youth Sports Hat	HK\$ 128
Sports Towel	HK\$ 68	Mickey Family Special Edition Pin - Kids Races	HK\$ 108
Adult Short Sleeve Tee	HK\$ 215	Mickey & Minnie Special Edition Pin - 3K Race	HK\$ 108
Women Short Sleeve Tee	HK\$ 215	Duffy & ShellieMay Special Edition Pin - 5K Race	HK\$ 108
Kids Short Sleeve Tee	HK\$ 178	Mickey Special Edition Pin -10K Race	HK\$ 108
Adult Sports Hat	HK\$ 158	Mickey Family Special Edition Pin	HK\$ 108

Early-bird enrollment for Magic Access members and special offers on spectator tickets

Enrollment for the 2016 “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” will be open from May 28 until June 20 via the enrollment web page on a first-come-first-served basis. Early-bird enrollment will be available from May 25 to 27 exclusively for Hong Kong Disneyland Resort’s Magic Access Members. Platinum and Gold members can also enjoy early bird price during the early-bird enrollment period.

To encourage participants to bring along their own cheering team, each participant may buy up to four spectator tickets at HK\$399 for a general admission ticket and HK\$299 for a child ticket and enjoy being cheered on by friends & family!

“Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Run details				
Events	Age limit	Date	Enrollment fee	Platinum/Gold Magic Access member early bird price
Mickey 10K Run	16 or above	September 11	HK\$899	HK\$650
Duffy 5K Run	14 or above	September 10	HK\$899	HK\$650
Mickey and Minnie 3K Family Run	Adult: 12 or above Child: 3 to 11	September 10-11	Adult: HK\$599 Child: HK\$449	Adult:HK\$350 Child:HK\$350

Kids Races (100m and 200m) *Not held within the park area	5 or below	September 10-11	HK\$199	HK\$199
Run package details				
<p>The enrollment fee includes:</p> <ul style="list-style-type: none"> Participation in the enrolled run One “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Event T-shirt One “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Event Medal & Lanyard One “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Event Running Bib One “Hong Kong Disneyland 10K Weekend Presented by AIA Vitality” Event electronic certificate One 1-Day General Admission Ticket to Hong Kong Disneyland* <p><i>*Not available for participants of 100m and 200m Kids Races, and participants using the Platinum / Gold Magic Access member early bird price</i></p> <p><i>*Park Admission Tickets are only valid for the period between September 5 and September 25.</i></p>				
Enrollment details				
<ul style="list-style-type: none"> Public enrollment period For September 10 runs: May 28 (from 10 a.m.) – June 20 For all runs May 30 (from 10 a.m.) – June 20 Early-bird enrollment for Magic Access members May 25 (from 10 a.m.) – May 27 Channel Hong Kong Disneyland website (www.hongkongdisneyland.com/events/10k-weekend) Inquiry Please direct your Inquiries to Hong Kong Amateur Athletic Association at 2177-0149 				

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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. In the magical kingdom theme park — filled with your favorite Disney stories and characters — 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 spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com/download new mobile app/ call (852) 3550-3388.

For our media website, visit hongkongdisneyland.com/news. New users may login with the following details and register for a personal account:

Username: disney

Password: magic

About AIA Vitality

Introduced by AIA Hong Kong, AIA Vitality is an incentivised wellness programme which redefines the traditional concept of insurance. The game-changing programme comprises three steps, namely, “Know your Health”, “Improve your Health” and “Enjoy the Rewards”, to help customers take charge of their health and be rewarded. Built on a science-backed wellness programme, AIA Vitality encourages members to become healthier and rewards them for the healthy choices they make. Customers will enjoy an instant 10% premium discount, and a variety of lifestyle rewards as well as privileged discounts offered by the 16 programme partners. For details on AIA Vitality, please visit the programme website: aiavitality.com.hk.

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