

## Oxfam Trailwalker 2016 Press Conference

### **Bernard Chan, AIA Vitality, OTW veterans, medical volunteers partner together to 'Keep on Trailwalking'**

Oxfam Trailwalker (OTW), the largest hiking fundraising event in Hong Kong, will be held from 18 to 20 November, 2016, and the theme this year is 'Keep on Trailwalking'. The OTW 2016 press conference was held today (9 November) at AIA Central. The event's Principal Sponsor, AIA Vitality, OTW veterans and volunteers came to show their support and officiate at the press conference.

Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee; Trini Leung, Director General of Oxfam Hong Kong; Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau; Bonnie Tse, General Manager, Business Strategy and Marketing; as well as experienced trailwalkers and medical volunteers, including Chan Kwok Keung (KK), Founder of Trailwalking Teaching Room; Dr. Raymond Yung, Deputy Medical Superintendent at the Hong Kong Sanatorium & Hospital; Rachel Poon, Clinical Psychologist; Dr. Ho Hiu Fai and Dr. Kenneth Wu, representatives from Kowloon Central Cluster; and Hase Wong and Gregory Wong, representatives of the Hong Kong Westhikers Club, attended the event.

'This year marks the 35th anniversary of OTW and our theme is "Keep on Trailwalking"', Bernard Chan, Chair of OTW Advisory Committee, said. 'For OTW to have lasted a third of a century is no easy feat. The passing down of the trailwalking spirit of perseverance and mutual support through the generations has only been possible thanks to the countless walkers, volunteers, sponsors and supporters of all kinds. What started out as a Gurkha-led training exercise in 1981 is now one of the largest fundraising hiking events in Hong Kong. It is now held in 15 cities in 9 countries and Hong Kong is still the largest one of all the OTW events,' he added.

Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, 'Last year, AIA announced its role as Principal Sponsor of OTW in the name of "AIA Vitality" for three consecutive years. This year, we will be fielding a record-breaking 29 teams with 116 staff and financial planners to support the event, and it will again be the largest corporate team. Besides being an active demonstration of our commitment to a healthy lifestyle, our wholehearted participation is a show of support for Oxfam's work in alleviating poverty worldwide. Through our sponsorship of this charitable event that is a challenge of physical ability and perseverance, we are delivering on our brand promise as "The Real Life Company" by helping people live healthier, better and happier lives.'

Guests also talked about how they passed on the trailwalking spirit. KK Chan shared how he has dedicated his time to training new walkers over the past decade, including guests Dr. Raymond Yung and Rachel Poon. Dr. Raymond Yung in turn passed on his passion for the event to all staff at the Hong Kong Sanatorium & Hospital, while Rachel Poon handed on the baton to the autistic youth she works with, who then took part in OTW 2014.

As experienced trailwalkers and medical commanders, Dr. Ho Hiu Fai and Dr. Kenneth Wu also shared how they ignited the spark in their fellow colleagues at Kowloon Central Cluster that grew into a love for trailwalking. Now, the two and their colleagues regularly volunteer at and participate in OTW. Hase Wong, an experienced trailwalker who has now become the chairman of the Hong Kong Westhikers Club, a hiking organisation established 16 years ago, further spoke about how he is passing on his love for OTW to his son, Gregory Wong. Gregory will take part in OTW with his father this year.

Oxfam Hong Kong aims to raise HK\$35 million through OTW this year to support its work in poverty alleviation, disaster relief and policy advocacy in Hong Kong and around the world. The OTW route begins in Pak Tam Chung in Sai Kung (Start Point) and ends at Po Leung Kuk Jockey Club Tai Tong Holiday Camp in Yuen Long (Finish Point). A total of 5,200 walkers from 1,300 teams will be required to complete the rugged 100 km MacLehose Trail and other trails within 48 hours. The event has already received the support of over 3,000 volunteers, 50,000 donors, 5,000 support team members and over 20 sponsors.

**For more information on OTW:**

**Website:** <http://www.oxfamtrailwalker.org.hk>

**Facebook:** <https://www.facebook.com/oxfamtrailwalkerhk/>



Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee, gave the opening speech at the Oxfam Trailwalker 2016 press conference today.



Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, gave a speech at the Oxfam Trailwalker 2016 press conference today.



Long-time medical volunteers and experienced trailwalkers Dr. Ho Hiu Fai (right) and Dr. Kenneth Wu (left) talked about their passion for Oxfam Trailwalker.



Hase Wong (right) shared how he passed on his passion for Oxfam Trailwalker to his son Gregory Wong (left), who will take part with his father in the event this year.



Chan Kwok Keung (left), founder of Trailwalking Teaching Room, talked with his students, who are also experienced trailwalkers: Dr. Raymond Yung (right) and Rachel Poon (middle).



(Third to sixth from the left) Bonnie Tse, General Manager, Business Strategy and Marketing, of AIA; Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau; Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee; Trini Leung, Director General of Oxfam Hong Kong, officiated at the Oxfam Trailwalker 2016 press conference. They fastened the words in their hands to the board symbolising how the trailwalking spirit was only passed down through the generations through close partnership.



All guests came to show their support and officiate at the Oxfam Trailwalker 2016 press conference.

### About Oxfam Trailwalker

Oxfam Trailwalker (previously called ‘Trailwalker’) began in Hong Kong in 1981 as a military training exercise for the elite Queen’s Gurkha Signals Regiment. In 1986, Oxfam Hong Kong was invited to co-organise the event and in the same year the event was open to the public. Along with the retreat of the Gurkhas in 1997, Oxfam Hong Kong took over the event. Through the years, Oxfam Trailwalker has become the largest fundraising and hiking event, and it is now held in 15 cities in 9 countries, including Australia, Belgium, England, France, India, Japan, New Zealand, Spain and Hong Kong.

### About Oxfam

Oxfam is a worldwide development organisation that mobilises the power of people against poverty.

### About AIA Vitality

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, aims to reward customers to live a healthy lifestyle. Purchase any AIA Vitality selected insurance product and receive an instant 10% premium discount\* and an array of rewards and discounts from our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

\*The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website [aia.com.hk](http://aia.com.hk) - ‘AIA Vitality’.



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