



[Media Release]

Hong Kong Disneyland Resort's Signature Running Event Returns as "Marvel 10K Weekend 2017 – Presented by AIA Vitality" *Marvel Super Heroes bring Disney fun to the next level at family-friendly race event*



(Hong Kong, July 3, 2017) Runners, assemble! Hong Kong Disneyland Resort's (HKDL) super-charged race event, the **Marvel 10K Weekend 2017 – Presented by AIA Vitality**, is the perfect chance to showcase athleticism out on the course! This signature race is making a heroic return following last year's inaugural event in which close to 9,000 athletes and families enrolled. The action-packed sequel features even more Disney magic combined with the joy of exercise as Marvel Super Heroes are set to make heroic appearances!

HKDL is proud to announce that the Marvel 10K Weekend will be held on September 16 and 17. The event continues the excitement of the park's latest Marvel-themed attraction, Iron Man Experience, and the current Marvel Super Hero Summer event. Marvel Super Heroes will show up to cheer for runners, making it a one-of-a-kind Disney race experience! Registration will begin today and last until July 31. Runners are urged to register now on the event's dedicated website (<https://www.hongkongdisneyland.com/marvel-weekend/>).

Samuel Lau, executive vice president and managing director of HKDL, said, "This year is truly a Marvel year at the resort. A number of Marvel Super Heroes are assembling in the park during Marvel Super Hero Summer, and guests will step into the exciting Marvel Universe filled with action-packed, interactive elements in a new, Hong Kong-exclusive experience. With the tremendous response from our inaugural 10K Weekend, we are bringing this official running event to the next level this year."

New Marvel-themed entertainment is also a key feature of upcoming expansion at Hong Kong Disneyland.

Peter Crewe, chief executive officer (designate) of AIA Hong Kong & Macau said: "We are thrilled to present this race event at Hong Kong Disneyland in the name of AIA Vitality for the second year in a row. This year's exciting event will continue to inspire people of all ages to take action and start exercising by showcasing the enthusiasm and energy of Marvel Super Heroes. We hope to spread positive energy and healthy habits, to encourage people to embark on their personal health journey. AIA Hong Kong will continue to leverage our corporate alliance with Hong Kong Disneyland to present more wonders and unforgettable memories for Hong Kong people. This fulfils our brand promise to be 'The Real Life Company' by helping people live longer, healthier and better lives."

Marvel Super Heroes bring out the hero in every runner

Guests are encouraged to join the event with friends and family dressed¹ as their favorite Super Heroes, and the three best dressed runners² will win a prize. Captain America, Spider-Man, Thor and other Marvel Super Heroes will cheer for the runners at the starting and finishing line in the event. The Marvel 10K Weekend is an unparalleled opportunity to enjoy a challenging, inspirational run, and will also showcase the gorgeous scenery, views and the one million beautiful trees and plants all across HKDL.

¹Costumes must be family-friendly and may not be obstructive, offensive, objectionable or violent. Guests who dress like Characters may not pose for pictures or sign autographs for other Guests. Costumes may not drag on the ground. Costumes may not contain sharp objects, pointed objects or materials that may accidentally strike another Guest. Costumes may not contain any weapons which resemble or could easily be mistaken for an actual weapon. Guests who do not adhere to these guidelines may be refused entry into, and/or removed from, a race or any race related unless his or her costume can be modified to meet the above standard. Number bib must be clearly displayed in front of the chest. Certain accessories, such as full-face masks and helmets, must be removed before taking photos with Disney Characters and/or Marvel Super Heroes.

²As individuals or groups

Four races will be held this year. Guests can join the **Captain America 10K** to test their strength and endurance, or join the **Thor 5K**. The **Spider-Man 3K** is just the right distance for the whole family. Finally, young Super Heroes can show their early potential while having lots of fun in the **Kids Races**.

The Captain America 10K and the Thor 5k will take runners through the seven themed lands of the park, running through Main Street, U.S.A., Fantasyland, Tomorrowland; Adventureland; Toy Story Land; Grizzly Gulch and Mystic Point. Runners can take memorable photos with Disney Friends. Participation fees for the events range from HK\$250 to HK\$500.

Runners will be awarded a unique Super Hero medal when passing the finish line to commend their achievements. Each registered runner will also collect a unique Marvel Runner Pack containing an event T-shirt, race bib and other useful items.

The Hong Kong Amateur Athletic Association continues to be the co-organizer for this year's Marvel 10K Weekend 2017 – Presented by AIA Vitality. Wonderful prizes await runners of the Captain America 10K as well! Runners will be separated into four age categories: aged 16 to 19, aged 20 to 34, aged 35 to 44 and aged 45 or above, and the top three runners in each category will be awarded a night's stay at one of the resort hotels or a dinner buffet, as well as designated "Marvel" Collection Captain America accessories presented by Chow Tai Fook, the event's Official Gold Jeweler.

Prizes for Captain America 10K Winners	
Place	Prize
Champion	<ul style="list-style-type: none">• One night hotel accommodation in Standard Room at Disney Explorers Lodge• Chow Tai Fook "Marvel" Collection Captain America Diamond Brooch/Pendant (Qty:1)
1st Runner-up	<ul style="list-style-type: none">• Lunch Buffet for 2 persons at Dragon Wind, Disney Explorers Lodge• Chow Tai Fook "Marvel" Collection Captain America Gold Charm (with hand strap) (Qty:1)
2nd Runner-up	<ul style="list-style-type: none">• Lunch Buffet for 2 persons at Chef Mickey, Disney's Hollywood Hotel• Chow Tai Fook "Marvel" Collection Captain America Silver Pendant (with neck strap) (Qty:1)

Prizes for Best Dressed	
Place	Prize
Best Three	<ul style="list-style-type: none">• One night accommodation (Standard Room) at Disney Explorers Lodge

“Marvel 10K Weekend 2017 Presented by AIA Vitality” Details

Race	Age	Date	Registration Fee
Captain America 10K	16 and above	September 17	HK\$500
Thor 5K	14 and above	September 16	HK\$500
Spider-Man 3K	3 and above	September 16-17	HK\$400
Kids Races	5 and below	September 16-17	HK\$250

Activity Details

The registration fee for the Marvel 10K Weekend 2017 – Presented by AIA Vitality is inclusive of participation in enrolled race as well as the following themed items: T-shirt, medal with lanyard³, A4 sticker⁴, race bib, race bib pins, E-certificate and sealed plastic bag.

Routes

Captain America 10K	Hong Kong Disneyland Coach Park → Fantasy Road → Magic Road → Inspiration lake Recreation Centre → Magic Road → Sea Point Road → Waterfront Promenade → Park Promenade → Main Street, U.S.A. → Adventureland → Grizzly Gulch → Mystic Point → Toy Story Land → Fantasyland → Tomorrowland → Main Street, U.S.A. → Park Promenade → Hong Kong Disneyland Coach Park
Thor 5K	Hong Kong Disneyland Coach Park → Park Promenade → Main Street, U.S.A. → Adventureland → Grizzly Gulch → Mystic Point → Toy Story Land → Fantasyland → Tomorrowland → Main Street, U.S.A. → Park Promenade → Hong Kong Disneyland Coach Park
Spider-Man 3K	Hong Kong Disneyland Coach Park → Park Promenade → Main Street, U.S.A. → Adventureland → Fantasyland → Tomorrowland → Main Street, U.S.A. → Park Promenade → Hong Kong Disneyland Coach Park
Kids Races (Held outside the theme park)	Within the lawn area of Hong Kong Disneyland Coach Park

³Applicable to runners completing the run only

⁴Applicable to Kids Races runners only

Registration Details

- **Public registration date**
All runs: June 28 (from 12 noon) to July 31 (till 11:59 p.m.)
- **Registration channels**
Hong Kong Disneyland Resort dedicated webpage for the event
(<https://www.hongkongdisneyland.com/marvel-weekend/>)
- **Inquiries**
Please call 3550-1188 for event details

Exclusive Marvel-themed merchandise items for participants

Participants can shop from a range of limited edition merchandise created especially for Marvel 10K Weekend 2017 – Presented by AIA Vitality. From apparel to water bottles, towels and Disney trading pins, runners can build their own collections while supplies last, to proudly commemorate their participation in the heroic event.

“Marvel 10K Weekend 2017 Presented by AIA Vitality” Merchandise

Item	Price	Item	Price
Adult Towel	HK\$ 78	Captain America Limited Edition Pin – 10K	HK\$ 108
Kids Towel	HK\$ 58	Thor Limited Edition Pin – 5K	HK\$ 108
Adult Water Bottle	HK\$ 118	Spider-Man Limited Edition Pin - 3K	HK\$ 108
Kids Water Bottle	HK\$ 118	Heroes Limited Edition Pin – Kids Races	HK\$ 108
Adult Short Sleeve Tee	HK\$ 218	Magic Access Exclusive Heroes Limited Edition Pin	HK\$ 198
Kids Short Sleeve Tee	HK\$ 178		

Bring along friends and family for support

To encourage runners to bring along friends and family as supporters, each runner can purchase up to four 1-Day Spectator Tickets at the special price of HK\$440 for general admission and HK\$315 for child admission. Current Magic Access Platinum and Gold Members can come to support the runners by presenting their valid membership card on the event dates.

Caring for the environment and those in need

This year, participants at the Marvel 10K Weekend will also be making a difference for people in need. Disney VolunTEARS will join hands with volunteers from Chow Tai Fook to help raise support and awareness of the Hong Kong Association for Cleft Lip and Palate at the event. The charity's mission is to serve patients facing physical challenges, especially in infancy and early adulthood, as well as to provide care and assistance to their families and caretakers throughout the medical journey.

Runners participating in this year's Marvel 10K Weekend can also count themselves as green heroes. The event will showcase the power of environmental-friendly practices. Different NGOs have been recruited for green programs at the event, including a recycling program for plastic water bottles, paper packaging and other recyclable items. Runners are encouraged to bring their own bottle to enjoy the water dispenser on site. NGO collaboration will also make the event entirely carbon neutral by offsetting any event-related greenhouse gas emissions, protecting the environment.

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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 or call (852) 3550-3388.

New mobile app gives latest updates



A new mobile app is ready for guests to keep them posted on all the excitement at Hong Kong Disneyland, from opening hours to entertainment schedules. Use the GPS-enabled map to find your way around the park, or make reservations for park restaurants with one-tap calling. Locate Favorite Characters: You'll magically know when-and where-Disney Characters are appearing in the park and make every moment count when you can now see the wait times for each

attraction, while Magic Access members can also conveniently view blackout calendars and membership privileges with the app, designed to make your visit to the theme park more magical.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

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 Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. ©2017 MARVEL

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 for more premium discounts and rewards.

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