



[Media Release]

## **Runners unleash the Super Hero within at the Marvel 10K Weekend 2017 – Presented by AIA Vitality while racing through Hong Kong Disneyland Resort**

**HONG KONG, September 17, 2017** – Hong Kong Disneyland Resort (HKDL) held its signature running event this weekend with super-charged action thanks to the Marvel Super Heroes! A record-breaking 10,000 runners of different ages and from various regions assembled at the Marvel 10K Weekend 2017 – Presented by AIA Vitality to showcase their athletic power on September 16 and 17. They participated in four action-packed races: the Captain America 10K, Thor 5K, Spider-Man 3K and Kid Races. By running in HKDL and being cheered by Disney Friends along race route, these runners enjoyed a race experience like no other in Hong Kong.

As a first for this year's event, a Leadership 3K was organized for leaders from various sectors, including the travel industry and NGOs as a way to encourage healthy living. Officiating the event was Financial Secretary of the Hong Kong Special Administrative Region Government Paul Chan, presented awards to winning runners. Chan also interacted with beneficiaries and their families from the Hong Kong Association for Cleft Lip and Palate.

“Over the years, HKDL has been actively involved in giving back to the community and bringing the fantastic and cheerful atmosphere of the resort to adults and children across Hong Kong. Today's event is significant because some proceeds will be donated to the Hong Kong Association for Cleft Lip and Palate to aid those in need. It also brings happiness and positive energy to different corners of the community,” Chan said.

Joining this Marvel-themed event were Marvel Super Heroes, including Captain America, Thor, Spider-Man, Star-Lord and, for the first time at HKDL, Black Widow, Hawkeye, Gamora and Doctor Strange. Many runners also dressed up as their favorite Marvel Super Heroes to showcase their creativity. While running, families and friends were able to take in the resort's gorgeous scenery and the park's seven themed lands filled with Disney magic. More than 100 Disney characters and performers — nearly half appearing at HKDL's race events for the first time — cheered the runners on and took photos with them along the race routes.

“This year's 10K Weekend was super-charged with a Marvel Super Hero theme that helped shatter last year's enrollment record,” said Samuel Lau, executive vice president and managing director of HKDL. “It was great seeing the friendly competition among serious athletes as well as many families and friends having a great time with each other and our many Disney characters and performers.”

Lau also offered special thanks to event sponsors and participating NGOs for making this year's race event even more meaningful and impactful. Among those thanked was AIA-Vitality who was the presenting sponsor of this event for the second consecutive year.

“We hope to promote positive energy and encourage people to enjoy the fun of exercise as they embark on their personal health journey,” said Peter Crewe, chief executive officer of AIA Hong Kong and Macau. “AIA Hong Kong will leverage our corporate alliance with Hong Kong

Disneyland Resort to continue to present more wonders and unforgettable memories for Hong Kong people. This fulfills our brand promise to be 'The Real Life Company' by helping people live longer, healthier and better lives."

### **Supporting the Hong Kong Association for Cleft Lip and Palate and encouraging green sports and healthy living**

HKDL donated some proceeds from the event to the Hong Kong Association for Cleft Lip and Palate to support their mission of serving patients with physical challenges, as well as providing care to their families and caretakers during the medical procedures. Meanwhile, Disney VoluntEARS joined with the Do Good volunteer team from the event's official gold jeweler, Chow Tai Fook, together with patients from the Hong Kong Association for Cleft Lip and Palate and their families. They interacted and took photos with runners to raise awareness for the association. Since the start of September, Chow Tai Fook has donated all proceeds of its Marvel Collection Captain America Silver Charm/Pendant (including hand strap) to the Hong Kong Association for Cleft Lip and Palate.

HKDL has always been committed to promoting environmental awareness. Runners at this year's event were green heroes thanks to different NGOs providing paper and plastic recycling and other green programs. Participants were encouraged to bring their own water bottles while reusable cups were provided at the event center. Collaboration with social enterprise also made the event entirely carbon neutral by offsetting accounted greenhouse gas emissions related to the event. Funds given through carbon offsetting will go toward a renewable energy project in China.

### **Professional recognition for runners**

The "Marvel 10K Weekend 2017 – Presented by AIA Vitality" was also co-organized by the Hong Kong Amateur Athletic Association to encourage runners to unleash their potential and live healthier lives. The official results of the Captain America 10K will be recognized in their Hong Kong rankings. Also, all runners passing the finish line were awarded with an exclusive Marvel-themed medal to applaud their efforts in challenging themselves.

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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](http://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>

## **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.

## **For media inquiries, please contact:**

AIA Hong Kong  
Ms. Annie Leung  
+852 2895 8874

Bentley Communications Limited  
Mr. Kevin Chan  
+852 3960 1903



HKSAR Financial Secretary Paul Chan, Samuel Lau, executive vice president and managing director of HKDL, and Peter Crewe, chief executive officer of AIA Hong Kong and Macau, presented medals to winners during the ceremony.





A record-breaking 10,000 runners of different ages and from various regions assembled at HKDL to enjoy the unique running experience.



This year's new "Leadership 3K" was organized for leaders from various sectors, including the travel industry and NGOs.