

Oxfam Trailwalker 2017 Press Conference

Bernard Chan, AIA Vitality, Michael Wong Wai-Lun, and supporters from all walks of life show that anyone can be a Trailwalker

A total of 5,200 walkers in teams of four have registered for the annual Oxfam Trailwalker (OTW), the largest hiking fundraising event in Hong Kong, which will take place on 17-19 November along the MacLehose Trail. According to previous records, close to 90 per cent of them should be able to complete the 100 km within 48 hours.

Oxfam Hong Kong aims to raise HK\$36 million through OTW this year to support its work in poverty alleviation, disaster relief and policy advocacy in Hong Kong and around the world.

Bernard Chan, Chair of OTW Advisory Committee, said, 'It doesn't matter whether you are young or old, a professional worker, a homemaker, or disabled. As long as you are persistent and work in partnership with others, you too can be a Trailwalker.' Chan added that OTW has grown into an international event which will be held by different Oxfams in 17 cities in 10 countries this year.

During the press conference, Chan also announced that OTW's partnership with AIA as the Principal Sponsor in the name of AIA Vitality has been extended for another three years from 2018 to 2020, which will enable the smooth preparation of this large-scale event.

Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, 'AIA Hong Kong fully supports OTW. 2017 is our third consecutive year as Principal Sponsor of this event in the name of "AIA Vitality". We will be fielding a record-breaking 36 teams comprising 144 staff and financial planners to support and raise funds for the event this year, making us the largest corporate participant for the third year running. This event closely aligns with our commitment to inspire the continuous pursuit of healthy living, and effectively reinforces the healthy image of the AIA brand. We are thrilled to extend our sponsorship of OTW for the next three years. By accompanying and cheering on all walkers as they make confident strides on their healthy journey, we are delivering on our brand promise as "The Real Life Company" by helping people live longer, healthier and better lives.'

In the spirit of this year's theme 'We are Trailwalkers', OTW supporters from all walks of life joined the press conference today. This included Michael Wong Wai-lun, Secretary for Development, who was the commander of Checkpoint 7 in OTW 2000 and had to make the painful announcement of calling off the event due to poor weather; Fung Kam-Hung, amputee and seven-time OTW walker whose personal best is

25 hours; Madam Lin, a popular kiosk owner at the foot of Tai Mo Shan and die-hard supporter of OTW for 20 years; and Cherry Cheung, a young lady who completed her first OTW last year in 40 hours.

Besides the 5,200 walkers joining OTW this year, over 3,000 volunteers, more than 40,000 donors, over 5,200 support team members and 19 sponsoring organisations will be supporting the event this year.

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Bernard Chan, Chair of OTW Advisory Committee, said anyone can be a Trailwalker as long as they are persistent and work in partnership with others.



Peter Crewe, Chief Executive Officer of AIA Hong Kong and Macau, announced the extension of their sponsorship of OTW for the next three years at the press conference today.



(Left to Right) Cherry Cheung, Madam Lin, Yvonne Lo, Member of Oxfam Trailwalker Advisory Committee, Fung Kam-Hung and Mrs. Fung talked about their experiences of OTW.



Wong Wai-lun, Secretary for Development, recounted his unique experience as an OTW volunteer in 2000.



(Third to seventh from the left) Trini Leung, Director General of Oxfam Hong Kong;
 Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong and Macau;
 Bernard Chan, Chair of OTW Advisory Committee; Wong Wai-lun, Secretary for Development;
 Peter Crewe, Chief Executive Officer of AIA Hong Kong and Macau; joined the OTW 2017 press conference.

They placed footprints on the OTW route symbolising the importance of
 the support of people from all walks of life.



Bernard Chan, Chair of OTW Advisory Committee and Wong Wai-lun, Secretary for Development, both had completed the Oxfam Trailwalker for four times, chatted about their past event experiences merrily.



All guests came to show their support at the OTW 2017 press conference.



For more information on OTW:

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

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

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 grown into the largest fundraising and hiking event in Hong Kong, and has now become a global event. In 2017, it has and will be held by different Oxfams in 17 cities in 10 countries, including Australia, Belgium, England, France, India, Japan, New Zealand, Spain, Hong Kong and South Korea.

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 offered by 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 - 'AIA Vitality'.

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