



PRESENTING SPONSOR



## **PHOTO RELEASE [FOR IMMEDIATE RELEASE]**

# **3,500 URBAN EXPLORERS GATHERED AT CENTRAL HARBOURFRONT EVENT SPACE TO KICK OFF THE DISTRICT RACE BY AIA VITALITY**

**[HONG KONG, MAY 13, 2018]** – The first urban exploration race in the world, District Race presented by AIA Vitality was held today at Central Harbourfront Event Space. A total of 3,500 District Race explorers participated in the event. District Race explorers used the District Race app, powered by augmented reality (AR) and location-based technology, to navigate their way through Hong Kong by clearing over 80 virtual checkpoints and challenges in two hours.

Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau said: "We are thrilled to be the presenting sponsor of the District Race, the world's first urban exploration race, in the name of AIA Vitality in Hong Kong. Taking place for the first-time ever in the city, this unique and creative event will inspire participants to discover the iconic cityscape of Hong Kong in a fun way through the application of cutting-edge augmented reality technology. By encouraging participants to make full use of their fitness potential and sharpen their planning and navigation skills when exploring the city, this event closely aligns with our commitment to inspire the continuous pursuit of healthy living. With this sponsorship initiative, we hope to create a unique and exciting experience for Hong Kong people on their health journey to help people live healthier, longer, better lives."

Ben Pember, Co-founder and Chief Executive Officer of District Technologies said "We believe that exploration is an innate human desire that crosses all boundaries. At the same time, people are looking for new ways to keep fit and technology is now a key enabler in this space. We've created District as a technology platform to deliver amazing urban exploration experiences to as many people as possible globally. Cities are amazing living places and we want to encourage urban dwellers to get outside, get active and explore more."



Ms Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong and Macau (1st row, middle), Mr Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong and Macau (1st row, 5th from right), Mr Stewart Lee, Head of Premier Agency of AIA Hong Kong and Macau (1st row, 5th from left) kick off the District Race. Around 3,500 District Race explorers participated in this year's race.



Presented by AIA Vitality, District Race creates a unique and exciting experience for Hong Kong people on their health journey to live healthier, longer, better lives.





With no set route and no set distance, District Race explorers strategise and plan their own routes to roam through places they might otherwise not have a chance to explore in their daily lives.



District Race explorers use the District Race app, powered by augmented technology (AR) and location-based technology, to explore Hong Kong and collect as many points as possible by clearing over 80 virtual checkpoints and challenges.



After the race, District Race explorers are treated to an array of tech-focused activities, refreshments and pumping music.

-End-

#### **About District:**

District Technologies is the creator and owner of District Race. District Technologies is a joint venture between Singapore-based Exceed Sports and Entertainment, an industry leading sports, lifestyle and technology agency, and Lightweave, an Australian-based experiential technology agency leading the way in virtual reality, augmented reality and new technology.

District Race aims to be the world's greatest urban exploration race. Built around the District Race mobile app, District Race is powered by a collection of cutting edge technologies including location tracking and augmented reality. By providing engaging and rewarding gamified urban exploration experiences, District exists to create happier, healthier cities and encourage new and innovative ways to be active.

District Race launched in Hong Kong on 13 May 2018 with subsequent launches in Australia, USA and Western Europe.

#### **About AIA Vitality**



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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\* or 10 % extra cover 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](http://aia.com.hk) - ‘AIA Vitality’.

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