



[Press release]

10K Weekend race event returns to Hong Kong Disneyland Resort with new Disney•Pixar theme

Beloved Disney friends and Pixar pals set to make 3rd Annual Hong Kong Disneyland 10K Weekend 2018 - Presented by AIA Vitality a bigger and more spectacular in-park running experience for family and friends



HONG KONG, June 24, 2018 – The “10K Weekend” is back and bigger than ever this year, with more magic thanks to Disney•Pixar stories and characters! Get ready for an unforgettable, fun-filled race weekend with family and friends at Hong Kong Disneyland Resort’s (HKDL). This time, over 100 Disney•Pixar pals from beloved films such as “Toy Story,” “Monsters University” and “The Incredibles,” Disney friends and performers will cheer runners on as they race in and around the magical theme park and pose for one-of-a-kind photos along different race routes.

HKDL is excited to announce that the third annual “10K Weekend 2018 – Presented by AIA Vitality” will be held on November 3 and 4 this year, with different races to cater for runners of all ages and abilities. The test of endurance and skill awaits in **The Incredibles 10K**, while runners looking for a different level of accomplishment can sign up for the **Monsters University 5K**. The **Toy Story 3K** is perfect for the whole family, and young runners can put their best foot forward in the **Mickey & Friends Kids Races**.

Last year’s event broke record with close to 10,000 enrolled participants. The presence of Disney•Pixar characters, many of whom are household names to families from Hong Kong and the region, will certainly take the fun of running to a new level.



To complete the unique Disney run experience, we offer exclusively themed medals and specially designed runner's items, including event T-shirts, race bib, and other event exclusives. Participation fees for the events range from HK\$260 to HK\$550. Enrollment for the general public will last from June 28, 2018 (from 10 a.m. Hong Kong time) to August 28, 2018 via the dedicated event enrollment web page: <https://www.hongkongdisneyland.com/events/10k-weekend-2018/>.

"Disney•Pixar stories and characters are an important part of the guest experience at our destinations around the world. We are bringing more fun to this year's "10K Weekend" at Hong Kong Disneyland with strong character experiences from Disney•Pixar movies," said Samuel Lau, managing director of HKDL. "The 10K Weekend is the perfect chance for families and friends to enjoy the magic of Disney while they experience the joy of exercise."



AIA Vitality returns for the third consecutive year as the presenting sponsor of this popular annual event.


"We are thrilled to present this Disney run event in the name of 'AIA Vitality' for the third year in a row. The event echoes our brand promise of helping people live healthier, longer, better lives," said Peter Crewe, chief executive officer of AIA Hong Kong & Macau. "Over the past three years, we have watched this event grow in scale and popularity, a testament to how much the Hong Kong people welcome this family exercise experience. AIA Hong Kong will continue to leverage our corporate alliance with Hong Kong Disneyland Resort to go further with the community on the wonderful journey of health!"




Hand in hand with the community

Participants at the "10K Weekend 2018 – Presented by AIA Vitality" will make a difference for people in need thanks to a charity partnership. HKDL will be donating part of the proceeds and 1,000 park tickets to the Tung Wah Group of Hospitals (TWGHs) for charity purposes, helping to bring comfort and happiness to children. The donation will be designated for TWGHs Ho Yuk Ching Educational Psychology Service Centre to provide service for children and youth with special education needs. The Centre will make use of the donation to run a 2-year program providing social skill training for adolescents with special educational needs, as well as counseling and training sessions for both the parents and the adolescents. Lower income families will be given priority to the service.

Meanwhile, HKDL has also brought together AIA Foundation and Buddhist Fat Ho Memorial College in an AIA Foundation-sponsored running training program to be fully supported by "SF&OC SPORTS LEGACY COMPANY LIMITED". Under the program, elite athletes will train up secondary school students from Buddhist Fat Ho Memorial College for this year's "10K Weekend 2018 – Presented by AIA Vitality" event.

Participating runners can also have environmental-friendly practices with the support of NGO partners. Runners can take part in an on-site recycling program for plastic water bottles, paper packaging and other items. Water dispensers will also be provided on site, and runners are encouraged to bring their own bottle. NGO collaboration will also protect the environment by offsetting event-related greenhouse gas emissions, making the event carbon neutral.

"Hong Kong Disneyland 10K Weekend 2018 – Presented by AIA Vitality" Details				
Race	Age	Date & Time	Fee	Magic Access Members Early Bird Offer* (For 3 days only – June 25-27)
	16 and above	Sunday, Nov 4, 2018 7:00am – 9:45am	HK\$550	HK\$525



Monsters University 5K 	14 and above	Saturday, Nov 3, 2018 7:30am – 9:30am	HK\$550	HK\$525
Toy Story 3K 	3 and above [^]	Saturday, Nov 3, 2018 8:15am – 9:45am Sunday, Nov 4, 2018 8:15am – 9:45am	HK\$440	HK\$420
Mickey & Friends Kids Races 	5 and below	Saturday, Nov 3, 2018 9:30am – 12:00nn Sunday, Nov 4, 2018 9:30am – 12:00nn	HK\$260	HK\$260 (Original Price)

*Magic Access Early Bird Offer is subject to Terms and Conditions. Each Magic Access Member may use this offer once to enroll in the races together with three other participants. The Offer does not include any Hong Kong Disneyland Park admission ticket. Offer period from June 25 - 27, 2018. Thereafter the price for enrolment will be the original price. For details, please visit Magic Access Member Site www.hongkongdisneyland.com/magic-access-members.

[^] Participant who is aged below 12 must be accompanied by a participant aged 18 or above.

Activity details and registration

The registration fee for the “10K Weekend 2018 – Presented by AIA Vitality” includes participation in an enrolled race as well as the following themed items: T-shirt, medal with lanyard, A4 sticker (for Kids Races only), race bib, race bib pins and e-certificate.

Routes	
The Incredibles 10K 	Monsters University 5K & Toy Story 3K 

Mickey & Friends Kids Races



Held outside of the theme park and within the lawn area of Hong Kong Disneyland Coach Park

Registration Details

Public registration date: June 28, 2018 (from 10 a.m.) to August 28, 2018 (till 11:59 p.m.)

Registration channels: Dedicated event webpage

(<https://www.hongkongdisneyland.com/events/10k-weekend-2018>)

Inquiries: Please call (+852) 3550-1188 for event details

Exclusive Pixar merchandise and prizes

Participants can shop from a range of limited edition merchandise created especially for this year's races, while supplies last.



"Hong Kong Disneyland 10K Weekend 2018 – Presented by AIA Vitality" Merchandise

Item	Price	Item	Price
Adult Towel	HK\$88	The Incredibles Limited Edition Pin – 10K	HK\$ 118
Kids Towel	HK\$68	Monsters University Limited Edition Pin – 5K	HK\$ 118
Adult Water Bottle	HK\$118	Toy Story Limited Edition Pin - 3K	HK\$ 118
Kids Water Bottle	HK\$118	Mickey and Friends Limited Edition Pin – Kids Races	HK\$ 118
Adult Short Sleeve Tee	HK\$218	Magic Access Limited Edition Pin	HK\$ 198
Kids Short Sleeve Tee	HK\$188		

The Hong Kong Amateur Athletic Association continues to be the co-organizer for this year's "10K Weekend 2018 – Presented by AIA Vitality". Wonderful prizes await runners of "The Incredibles 10K (Race Group)"! Runners will be separated into four age categories (male / female): 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 with the prizes below:

Prizes for “The Incredibles 10K (Race Group)” Winners	
Place	Prize
Champion	<ul style="list-style-type: none"> One night hotel accommodation in Standard Room at Disney Explorers Lodge Chow Tai Fook Disney “Tsum Tsum” Collection Toy Story Pure Gold Pendant (excluding necklace) (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 Disney “Tsum Tsum” Collection Alien Pure Gold Pendant (excluding necklace) (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 Disney “Tsum Tsum” Collection Sulley Pure Gold Charm/Pendant (including hand strap) (Qty:1)

Make it a magical trip for the whole family

The “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 the resort. Guests of all ages are invited to bring their loved ones and get dressed up Disney attire at the Happiest Race on Earth!

Participating runners can enjoy the exclusive offer of a Participant Ticket at only HK\$339 for a general admission ticket and HK\$255 for a child ticket, extend the Disney fun after the completion of the race and enjoy a magical weekend with friends and family! To encourage runners to bring along friends and family as supporters and enjoy a magical day at Hong Kong Disneyland, each runner can purchase up to four 1-Day Spectator Tickets at the special price of HK\$619 for general admission and HK\$458 for child admission.

Guests can also extend the fun of the “10K Weekend” at HKDL’s hotels! Make it a complete Disney experience thanks to an exclusive offer on overnight stays for participating runners! From October 20 to November 18, runners can enjoy special room rates at the Hong Kong Disneyland Hotel or Disney Explorers Lodge starting at HK\$1,588! Those who stay from November 2 to 4 during the “10K Weekend” will also receive a complimentary Incredibles-themed gift pack, which includes an amenities box, Disney slippers and a door sticker. Local and overseas guests can enjoy a comprehensive resort experience during their magical Disney run at HKDL!

A premier, comprehensive resort destination

In addition to its world-class theme park and uniquely themed resort hotels, HKDL is a one-stop destination for events of any scale in the region. Apart from the “10K Weekend”, the resort also boasts a superior range of venue choices for MICE events, catering, wedding and even concerts. In May, the resort hosted its first-ever large-scale outdoor concert with a popular Taiwan-based rock group, Mayday, which accommodated up to 20,000 audience per show. The resort also continues to be a strong international and regional event location, reinforcing Hong Kong’s position as the event capital of Asia.

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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 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 to enjoy either more premium discounts or extra cover, and a number of exciting rewards.

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