



Press Release

6 November 2018

**Oxfam Trailwalker 2018 Press Conference**  
**Bernard Chan, AIA Vitality, Dixon Wong, On Chan and Regen Cheung**  
**to share stories of transformation**

The Oxfam Trailwalker (OTW), the largest hiking fundraising event in Hong Kong, will be held from 16 to 18 November 2018, and the theme this year is 'Oxfam Trailwalker: Transforming Lives'. The OTW 2018 press conference was held today (6 November) at AIA Central. The event's Principal Sponsor, AIA Vitality, the all-star OTW team Chord Walker and three models on this year's poster came to show their support and officiate at the press conference. Attendees included Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee; Stephen Tsui, Acting Fundraising Director of Oxfam Hong Kong; Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau; and Chord Walker members Dixon Wong, a ViuTV artiste, On Chan from C AllStar, and Regen Cheung from HotCha. Three models from this year's OTW poster also attended: Leung Ying Suet, first runner-up who broke the Mixed Team Champion record; Hardeep Singh, who joined OTW last year for the first time when he turned 18; and Rap Chan, a two-time participant and the creator of Dustykid.

'Our theme this year is "Oxfam Trailwalker: Transforming Lives"', Bernard Chan, Chair of OTW Advisory Committee, said. 'While change isn't easy, I've seen unimaginable change in countless walkers because of their perseverance. For some, transformation continues well after the event, affecting all areas of their lives. In addition to the changes we're seeing in walkers, we are bringing change to the event this year to make it even greener: as long as teams complete several specified green actions, a Green4 Trailwalker monogram will be printed on the certificate in recognition of their efforts. The fundraising target of Oxfam Trailwalker 2018 is HK\$34 million, which will be used to support Oxfam's global work in poverty alleviation, and disaster relief policy advocacy, including the support for smallholder farmers in developing countries.' he said.

Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, '2018 is our fourth consecutive year as Principal Sponsor of OTW in the name of "AIA Vitality". We will

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be fielding a record-breaking 47 teams comprising 188 staff and financial planners, making us the largest corporate participant for the fourth year running. By hiking through the trail with all walkers at this event, we are raising more funds for poverty alleviation and disaster relief. The theme of OTW this year, "Oxfam Trailwalker: Transforming Lives", echoes the mission of "AIA Vitality" to encourage people to lead healthy lifestyle. We firmly believe that a healthy and active lifestyle will have a positive impact beyond our expectations on our overall well-being. Going forward, we will continue to fully support this charity challenge event which requires vigour and determination, to help people live healthier, longer, better lives.'

Three models on this year's poster also shared their stories of transformation. Leung Ying Suet said, 'The 100 km trail was not easy, but overcoming the obstacles we faced made me stronger and surer of myself. Everything was worth it once we crossed the finish line!' Hardeep Singh also took a lot away from his OTW experience: 'The Oxfam Trailwalker has taught me to persevere no matter what. Now I'm confident I can face anything in life!' Rap Chan added, 'On the 100 km trail, we're all equal and we support one another. It's great to know we have each other on the journey.'

Members from the all-star team Chord Walkers also talked about how the OTW has transformed them. First-timers On Chan and Regen Cheung, and second-time participant Dixon Wong further explained the name of their team saying that they hope to walk in harmony like notes in a chord.

The OTW route begins in Pak Tam Chung in Sai Kung (Start Point) and ends at Po Leung Kuk Jockey Club Tai Tong Holiday Camp in Yuen Long (Finish Point). A total of 5,200 walkers from 1,300 teams will be required to complete the rugged 100 km MacLehose Trail and other trails within 48 hours. The event has already received the support of over 3,000 volunteers, 50,000 donors, 5,000 support team members and over 20 sponsors.

**For more information on the OTW, please visit:**

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

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

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Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee, giving the opening speech at the Oxfam Trailwalker 2018 press conference.



Three models from this year's OTW poster shared their stories of transformation (left to right): Hardeep Singh, who joined OTW last year for the first time when he turned 18; Leung Ying Suet, first runner-up who broke the Mixed Team Champion record and Rap Chan, a two-time OTW participant and the creator of Dustykid.

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Three members from the all-star team Chord Walker— Dixon Wong, ViuTV artiste (Upper photo left and Lower photo right); Regen Cheung, HotCha member (Centre), and On Chan, C AllStar member (Upper photo right and Lower photo left); talked about how the OTW has transformed them.

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(From left to right) On Chan from C AllStar; Regen Cheung from HotCha; Dixon Wong, ViuTV artiste; Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management, AIA Hong Kong & Macau; Bernard Chan, Chair of Oxfam Trailwalker Advisory Committee; Hardeep Singh, who joined OTW last year for the first time when he turned 18; Leung Ying Suet, first runner-up who broke the Mixed Team Champion record; Rap Chan, a two-time participant and the creator of Dustykid, expressed their hope to see transformation in all OTW participants.



All guests came to show their support and officiate at the Oxfam Trailwalker 2018 press conference.

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### 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 become the largest fundraising and hiking event, and it is now held in 16 cities in 9 countries, including Australia, Belgium, England, France, India, New Zealand, Spain 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\* 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'.

^Extra cover means AIA Vitality Power Up Coverage, which is a percentage of initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable.

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