

Press Release

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Sun Hung Kai Properties Hong Kong Cyclothon expected to attract a record-breaking number of over 5,000 cyclists with upgraded international criterium

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- FTP (valid until 30 November, 2017): <ftp://2017HKC-b:445566@ftpsvr01.hktb.com>
- Press release: http://partnernet.hktb.com/tc/about_hktb/news/press_releases/index.html

The Hong Kong Tourism Board (HKTB) will stage the Sun Hung Kai Properties Hong Kong Cyclothon again on 8 October 2017. This year, the highlight event, the International Criterium, will turn into a Union Cycliste Internationale (UCI) Asia Tour Class 1.1 Road Race and named the Sun Hung Kai Properties Hong Kong Challenge with an extended route to Hung Hom. It will be the first race of its kind held in Hong Kong. The celebrated international cycling team ORICA-SCOTT GreenEDGE Cycling has confirmed its participation. The HKTB is actively inviting more strong contestants to join the race. With top cyclists and teams competing in the over 100 km race along Victoria Harbour, the race will surely be enthralling.

The HKTB has slightly modified the various cycling activities open to the public to enhance the overall experience. For instance, the highly popular 50 km Ride will have its quota increased by 300 this year. The whole event is expected to attract a record-breaking number of over 5,000 participants.

Dr Peter Lam, Chairman of the HKTB, said, “We are excited that the third edition of the Sun Hung Kai Properties Hong Kong Cyclothon has been upgraded to be one of the events registered on UCI Asia Tour Calendar Men Elite Class 1.1. The event is expected to draw more top cyclists and teams from around the globe. The HKTB will take this opportunity to maximise exposure and publicity for Hong Kong and at the same time, step up efforts to attract more avid cyclists to experience the mega event, reinforcing Hong Kong’s position as the events capital of Asia.”

Sun Hung Kai Properties Limited (SHKP) will once again be the title and charity sponsor of the Hong Kong Cyclothon. During the ceremony, SHKP Executive Director Mr Adam Kwok says, “We are pleased to introduce this new International Criterium - UCI Asia Tour Class 1.1 Road Race ‘Sun Hung Kai Properties Hong Kong Challenge’ this year. This is the very first time in Hong Kong and only one in Asia in 2017. In order to promote Exercise for Good, SHKP will continue to make an extra donation this year which goes along with part of the race proceeds from the

event to help local underprivileged children and youth. SHKP promotes ‘Exercise for Good’ and ‘Building Homes with Heart’ spirit. Through the charity sporting event, we hope to encourage people to live healthy, sustainable lives while caring those in need.”

The Sun Hung Kai Properties Hong Kong Cyclothon will feature four races and five cycling activities again this year. Details of the key races and activities are as follows:

Sun Hung Kai Properties Hong Kong Challenge

- This is a UCI Asia Tour Class 1.1 Road Race, a professional points race in which the champion is awarded a cyclist’s jersey, prizes, etc.
- 100 top cyclists will compete for over 100 km in a closed-circuit route of multiple 5.15 km laps along Salisbury Road, Mody Road, Science Museum Road and the Hung Hom Bypass.
- The race will have stricter requirements than in the past. Apart from the increased number of international judges, the races should include four types of participating teams, namely the World Team, Pro Continental Team, Continental Team, and National Team.

50 km Ride and 30 km Ride

- **Increased quota:** In view of the enthusiastic response from the public, the quota of participants in the popular 50 km Ride has been increased by 300.
- **Enhanced route:** The route of the 50 km Ride again covers six districts and features three tunnels and three bridges. However, the route this year runs first over Tsing Ma Bridge before proceeding to Ting Kau Bridge and Stonecutters Bridge. The aim is to let more participants ride over the Tsing Ma Bridge to enjoy the stunning view. The route of the 30 km Ride is broadly the same as last year’s, allowing the participants to enjoy the cycling experience over Stonecutters Bridge. The finishing point for both races will be relocated to near 1881 Heritage on Salisbury Road so that more members from the public can watch the races and cheer for the riders.
- **Checkpoint times adjustment:** To ensure that the main roads can be re-opened on time, multiple checkpoints will be set up along the routes of the 30 km Ride and 50 km Ride. However, to maximise the number of participants able to finish the whole race without affecting the planned road closure period, the designated finishing times for individual checkpoints will have slight adjustments. It is recommended that participants in the 30 km Ride and 50 km Ride maintain an average speed of 23 km/hour and 29 km/hour, respectively, to complete the race.

In addition, in celebration of the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), a “HKSAR 20th Anniversary Trophy” will be specially included in the event and will be awarded to the winner of the Team Time Trial.

Online registration opens to the public on 22 July 2017

Online registration (<http://register.hongkongcyclothon.com>) for the Sun Hung Kai Properties Hong Kong Cyclothon will start at 10 am on 22 July 2017 (Saturday). The quota is limited, and places are available on a first-come, first-served basis. To ensure safety, all participants, except for racing members of the Cycling Association of Hong Kong, China Limited, members of recognised cycling associations and those who have taken part in similar races (including the Sun Hung Kai Properties Hong Kong Cyclothon 2016), are required to pass a cycling technique assessment by the organiser in order to qualify for any race or other cycling activity.

Cycling for a good cause

This year's event will maintain its charitable element. Part of the enrolment fee from the various activities (Individual: HK\$100, Team Time Trial: HK\$600 and 50 km Team Challenge Ride: HK\$5,000) and all the enrolment fees from the CEO Charity Ride will be donated to charity.

For more details on the Sun Hung Kai Properties Hong Kong Cyclothon, please refer to the factsheet or visit the HKTB website www.DiscoverHongKong.com/cyclothon).

“The Sun Hung Kai Properties Hong Kong Cyclothon” is an accredited event celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). To share the joy of the 20th Anniversary, the HKSAR Government is joining hands with different sectors to organise a wide variety of activities and events under the theme "Together●Progress●Opportunity". For more details on the 20th Anniversary events and activities, please visit: www.hksar20.gov.hk/eng.

Photo Caption 1



Dr Peter Lam (*second right*), Chairman of the HKTB, Mr Mike Wong (*second left*), Executive Director and Deputy Managing Director and Mr Adam Kwok (*first left*), Executive Director of title and charity sponsor, the Sun Hung Kai Properties Limited, and Mr Adrian Li (*first right*), Executive Director and Deputy Chief Executive of major sponsor, the Bank of East Asia Limited, officiate at the Sun Hung Kai Properties Hong Kong Cyclothon press conference.

Photo Caption 2



Dr Peter Lam (*middle*), Chairman of the HKTB, Mr Mike Wong (*fifth left*), Executive Director and Deputy Managing Director and Mr Adam Kwok (*fourth left*), Executive Director of title and charity sponsor, the Sun Hung Kai Properties Limited, Mr Adrian Li (*fifth right*), Executive Director and Deputy Chief Executive of major sponsor, the Bank of East Asia Limited, Mr Leung Hung-tak (*third left*), Chairman of the Cycling Association of Hong Kong, China Limited, and Mr Anthony Lau (*first right*), Executive Director of the HKTB, joined Ms Jamie Wong (*fourth right*), ambassador of the Sun Hung Kai Properties Hong Kong Cyclothon and former Hong Kong Cycling Team member, and guests and representatives from various sponsoring organisations for a group photo.

Photo Caption 3



Ms Jamie Wong (*left*), ambassador of the Sun Hung Kai Properties Hong Kong Cyclothon and former Hong Kong Cycling Team member, and Mr Wong Wui (*right*), one of the eldest participants of last year's event, share their preparation strategies at the press conference.

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