

## Press Release

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### **Sun Hung Kai Properties Hong Kong Cyclothon expected to attract over 5,800 cyclists with the strongest-ever line-up of top international cycling teams competing in Hong Kong**

**Media can download the press release and other materials from the HKTB website:**

- FTP (valid until 30 November, 2018): <ftp://18HKCYC-b:15DEC2018@ftpsvr01.hktb.com/>
- Press release: [https://partnernet.hktb.com/en/about\\_hktb/news/press\\_releases/index.html](https://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html)

Organised by the Hong Kong Tourism Board (HKTB), the Sun Hung Kai Properties Hong Kong Cyclothon will return on 14 October. This year, the highlight race of the event— Hammer Hong Kong, will also be the series finale of the Hammer Series. Eleven UCI WorldTour Teams will compete for the championship title against the spectacular backdrop of Victoria Harbour. The HKTB expects the mega event, including three professional competitions and five other cycling activities, to surpass the record of previous editions by attracting more than 5,800 cycling professionals and enthusiasts.

Dr Peter Lam, Chairman of the HKTB, expressed his excitement at this year's Sun Hung Kai Properties Hong Kong Cyclothon being the series finale of the Hammer Series. Dr Lam said, "The previous two tour stops of the Hammer Series in Europe attracted an online viewership of more seven million. With the debut staging of the Hammer Series in Hong Kong and the participation of more than half of all UCI WorldTour cycling teams from all over the world, we believe the event will further boost Hong Kong's international exposure and reinforce Hong Kong's position as the Events Capital of Asia. The HKTB will leverage this opportunity to actively promote the mega event in different source markets and cooperate with our trade partners overseas to roll out related travel products, with the aim of attracting more cycling enthusiasts to visit Hong Kong to experience the city's dynamism and the diverse tourism experiences it offers."

Sun Hung Kai Properties (SHKP) is the title and charity sponsor of the mega event for the fourth consecutive year. Mr Adam Kwok, Executive Director of Sun Hung Kai Properties Limited, said, "We are pleased that Sun Hung Kai Properties is again serving as title and charity sponsor of the Hong Kong Cyclothon. We continually strive to take this event to the next level and will add Hammer Hong Kong, a UCI 1.1 race, to this year's Cyclothon. SHKP will also sponsor the first SHKP Greater Bay Area Youth Trophy, inviting a total of 170 youth cyclists from 34 five-member teams from Hong Kong, Macau and nine cities in the Greater Bay Area to join the event, to encourage exchange between cities. In order to promote Exercise for Good, SHKP will continue to make extra donations this year in addition to a portion of the race proceeds from the event to help local underprivileged children and youth. We will even invite beneficiaries to participate in the event to help spread the joy of cycling."

The Hammer Series, a series of team-based road races from Europe, will be expanded to Asia for the first time with Hammer Hong Kong this year.” Mr Auret van Zyl, Managing Director of Velon, the organiser of the Hammer Series, said, “We are delighted to partner with the HKTB and presenting partner SHKP to introduce the Hammer Series in Asia, presenting the final leg of the Hammer Series in 2018 against the backdrop of Hong Kong’s phenomenal scenery. Hammer Hong Kong will form an integral part of the Sun Hung Kai Properties Hong Kong Cyclothon this year. The event itself aims to offer a cycling festival for all, which aligns perfectly with the Hammer concept.”

### **Top international teams to compete in Hammer Hong Kong**

Eleven UCI WorldTour Teams and three Pro Continental Teams will participate in Hammer Hong Kong, a UCI Asia Tour Class 1.1 Road Race. The Hong Kong National Team will also take up the challenge with the home advantage. Hammer Hong Kong will comprise two exciting races, the Hammer Sprint and Hammer Chase, covering a distance of more than 64km.

### **More entry quotas for the 50km and 30km rides**

In addition to the exciting races, the Sun Hung Kai Properties Hong Kong Cyclothon will continue to include the 50km and 30km rides. In response to overwhelming public interest, the entry quota for the two rides will increase this year. For the 50km ride, the quota will increase by 500 to 3,100 and the route will span six districts, covering three tunnels and three bridges. The quota for the 30km ride will increase by 300 to 1,800. The participants of the two rides can enjoy spectacular views as they cycle over Stonecutters Bridge.

To promote youth exchange across the Greater Bay Area, SHKP will introduce a new cycling event this year, the “SHKP Greater Bay Area Youth Trophy”, in the 50km ride. Young riders from 11 member cities of the Greater Bay Area will be invited to join the activity. And the Bank of East Asia will offer the “BEA Centenary University Trophy” in the 30km ride, inviting local university teams to take part, with the aim of encouraging youth participation in cycling activities.

### **Cycling for a good cause**

Charitable elements will be added to this year’s event as well. Part of the enrolment fee from the various activities (Individual: HK\$100; 50km Team Ride: HK\$5,000), and all the enrolment fees from the CEO Charity Ride will be donated to charity.

### **Registration**

Online public registration (<http://register.hongkongcyclothon.com>) for the Sun Hung Kai Properties Hong Kong Cyclothon will start at 10 am on 21 July 2018 (Saturday). Entry quotas are limited and are available on a first-come, first-served basis. To ensure the safety of participants, all registrants except 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, are required to pass a cycling technique assessment held by the organiser to qualify for participation in the Sun Hung Kai Properties Hong Kong

Cyclothon.

For more details of the 2018 Sun Hung Kai Properties Hong Kong Cyclothon, please refer to the event factsheet or visit the HKTB website: [www.DiscoverHongKong.com/cyclothon](http://www.DiscoverHongKong.com/cyclothon).

### **Photo Caption 1**



Attending the Sun Hung Kai Properties Hong Kong Cyclothon press conference are Dr Peter Lam (*second right*), Chairman of the HKTB, Mr Mike Wong (*second left*), Executive Director and Deputy Managing Director of title and charity sponsor Sun Hung Kai Properties Limited (SHKP), Mr Adam Kwok (*first left*), Executive Director of SHKP, and Mr Tong Hon-shing (*first right*), Deputy Chief Executive & Chief Operating Officer of major sponsor the Bank of East Asia Limited.

### **Photo Caption 2**



Joining Mr Wong Kam-po (*first left, front row*), Ambassador of the Sun Hung Kai Properties Hong Kong Cyclothon, and other guests and sponsors for a group photo are Dr Peter Lam (*fourth right, front row*), Chairman of the HKTB, Mr Mike Wong (*fourth right, front row*), Executive Director and Deputy Managing Director of title and charity sponsor, Sun Hung Kai Properties Limited (SHKP), Mr Adam Kwok (*third left, front row*), Executive Director of SHKP, Mr Tong Hon-shing (*third right, front row*), Deputy Chief Executive & Chief Operating Officer of major sponsor the Bank of East Asia Limited, Mr

Leung Hung-tak (*second right, front row*), Chairman of the Cycling Association of Hong Kong, China Limited, Mr Aurret van Zyl (*second left, front row*), Managing Director of Velon, and Mr Anthony Lau (*first right, front row*), Executive Director of the HKTB.

### Photo Captions 3 – 4



This year, the highlight race of the Sun Hung Kai Properties Hong Kong Cyclothon - Hammer Hong Kong, will be the finale leg of the Hammer Series. More than half of the UCI WorldTour Teams will come to Hong Kong to compete against other top international teams.

### Photo Caption 5



Bunny (*right*) and Orca (*left*), enthusiastic cyclists who have participated in the Sun Hung Kai Properties Hong Kong Cyclothon for the past three years, say they will sign up for the event again this year.

– Ends –

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