

Press Release

“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2016” Starts Enrollment

18 August 2016 - Hong Kong Life Insurance Limited (“Hong Kong Life”) is a keen supporter to local triathlon development, and has title-sponsored triathlon races held by Hong Kong Triathlon Association for five consecutive years. The race has been upgraded to international level since 2015. **“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2016”** will be organized at Sunny Bay, Lantau Island on 15 and 16 October. Around 1,500 overseas and Hong Kong athletes are expected to join this year. The enrollment is now open and deadline is 28 September (Wednesday).

Triathlon is a great challenge to perseverance, determination and physical ability. Athletes are required to compete swimming, cycling and running in immediate succession. The race has been accredited by the International Triathlon Union (ITU). Around 80 overseas and Hong Kong “Elite” athletes will join the first day of the event (15 October) to fight for the world ranking. In addition to “Elite” Group (athletes are nominated by their countries/ districts), there are “Individual”, “TriKids”, “Para Relay” and “Relay” categories with different race distances such as Sprint Distance, Discovery Distance and Fun Distance. The diversified race categories can attract professional, amateur and disabled athletes to join, which can facilitate the popularization of triathlon and advocate the public about the importance of doing sports towards good health.

To further promote the development of this challenging sport, Hong Kong Life introduces the “Hong Kong Life Triathlete Awards” targeting athletes from “Hong Kong Triathlon National Squad”. These Awards reward squad members who achieve outstanding performances in the upcoming **“Hong Kong Life ASTC Sprint Triathlon Asia Cup 2016”**, regardless of their ages and race experiences. Totally 16 outstanding athletes from Hong Kong Team were awarded certificates and premiums last year. The youngest award winner was only 11 years old.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “We are honored to co-organize the event with Hong Kong Triathlon Association again. Hong Kong Life hopes to arouse the public interest towards sports and maintaining a habit of doing sports through the titled-sponsorship of triathlon events. We also want to advocate the belief of social integration. The disabled and volunteers from ““Gerbera Volunteers Team”” are required to complete the “Para Relay” race together so as to fulfill their potential and develop confidence. To encourage more people to join the ““Para Relay”” race, organizer will waive the group application fee and donate directly to different organizations. We hope to generate a record-breaking success this year and assist more people in need.”

Hong Kong Triathlon Association President Vanilla Ng thanked Hong Kong Life’s support and sponsorship towards triathlon, which helped to upgrade the race to the international level, attracted public attention and assist the disabled athletes. Hong Kong Triathlon Association was glad to cooperate with Hong Kong Life and hoped to bring the best experience to participants.

Please contact Hong Kong Triathlon Association for enrollment details and enquiries.

- 1) Website: <http://www.triathlon.com.hk/>
- 2) Online Registration: regonline.activeglobal.com/HongKongLifeASTC2016
- 3) Enquiry Hotline: 2504 8282



ASTC Sprint
triathlon 2016
Asian Cup ASTC三項鐵人亞洲杯

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日期：15-16.10.2016 (星期六、日)
地點：大嶼山欣澳[^]
網上報名：regionline.activeglobal.com/HongKongLifeASTC2016
截止報名：28.09.2016 (星期三) 5:00pm

* 有關詳情 (組別、比賽距離、費用)，請參閱香港三項鐵人總會之網上報名資料
[^] 設有交通安排，詳情請留意香港三項鐵人總會之網上公布

查詢熱線：2504 8282 (香港三項鐵人總會)
www.triathlon.com.hk www.hklife.com.hk



網上報名

 Hong Kong Life 香港人壽

香港人壽保險有限公司 Hong Kong Life Insurance Limited

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