

Press Release

“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2016” Recaps

17 October 2016 - **“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2016”**, titled-sponsored by Hong Kong Life Insurance Limited (“Hong Kong Life”) and organized by Hong Kong Triathlon Association, was successfully held on 15 and 16 October in Sunny Bay, Lantau Island. Nearly 1,500 overseas and local triathletes competed in different categories. Hong Kong Life supports the development of triathlon in Hong Kong since 2012, and expanded its sponsorship scale from a one-day local competition to a two-day international competition since last year. It included “Elite”, “Individual”, “TriKids”, “Para Relay” and “Relay” categories with different race distances such as Sprint Distance, Discovery Distance, Fun Distance and TriKids Distance.

In “Para Relay” race, “Hong Kong Life Gerbera Volunteers Team” partnered with the para-athletes from six organizations included Hong Chi Association, Hong Kong Amputees Sports Association, Hong Kong Sports Association of the Deaf, Hong Kong Blind Sports Federation, Hong Kong PHAB Association and Derek Ko Training Academy to accomplish the race. There were totally 125 people grouped as nearly 40 teams. Compared with 2015, the numbers of participated organizations and teams have both increased. Hong Kong Life and Hong Kong Triathlon Association have waived application fee of participating organizations and would make donation to them in order to support para-sports development.

A spectacular “Para Relay” kick-off ceremony was held to mark the occasion. Among the officiating guests were artist Moon Lau; Professional Athlete Daniel Lee; Hong Kong Life General Manager Raymond Chang and Chief Marketing Officer Kennex Chan; Triathlon Association President Fenella Ng; and Leisure and Cultural Services Department Senior Leisure Manager (Sports Funding) Calvin Wong. The ceremony symbolized the continuity of this special relay, and communicated the concept of social integration in the community. It also matched with Hong Kong Life’s 15th anniversary theme “TOUCH you always!”

75 overseas and Hong Kong's elite athletes competed strongly in “Elite” category. 22 athletes from 13 countries participated in the “Female Elite Open”; while 53 athletes from 15 countries joined the “Male Elite Open”. The champion of “Female Elite Open” went to Hoi Long from Macau while the one of “Male Elite Open” went to Daniel Hoy from New Zealand. Five male and five female elite athletes with outstanding performances were awarded with USD10,000. Hong Kong Life continued the “Hong Kong Life Triathlete Awards” to encourage Hong Kong Team members with outstanding performance by monetary rewards.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “The success of the event is relied entirely on the support from various organizations. Hong Kong Life supports the development of triathlon in Hong Kong since 2012 and hopes to advocate the positive trend of healthy life through the titled-sponsorship of triathlon. We also wish the ““Para Relay”” race can encourage the disabled to fulfill their potential and arouse the public attention towards social integration.



Artist Moon Lau (2nd from left); Professional Athlete Daniel Lee (1st from right); Hong Kong Life General Manager Raymond Chang (3rd from left); and other guests officiated the “Para Relay” race kick-off ceremony.



Hong Kong Life General Manager Raymond Chang (1st from left); Hong Kong Triathlon Association President Fenella Ng (2nd from left); and Leisure and Cultural Services Department Senior Leisure Manager (Sports Funding) Calvin Wong (1st from right) presented a cheque to the ten outstanding elite athletes.



Hong Kong Life General Manager Raymond Chang (3rd from left) presented thank you certificates to representatives from the participated organizations of “Para Relay” race.



Members from “Hong Kong Life Gerbera Volunteers Team” partnered with the para-athletes from six organizations to accomplish “Para Relay” race.