

Press Release

“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2017” Recaps

23 October 2017 - **“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2017”** was organized at Sunny Bay last Saturday and Sunday (21 and 22 October). Around 1,500 overseas and Hong Kong athletes joined this year. Meanwhile, game booths were set up for visitors, which built up a joyful atmosphere at Sunny Bay.

Hong Kong Life Insurance Limited (“Hong Kong Life”) has started to sponsor local races held by Hong Kong Triathlon Association from 2012. The race has been upgraded as an international race “Hong Kong Life ASTC Sprint Triathlon Asian Cup” since 2015 which is held annually and accredited by the International Triathlon Union (ITU). Many top Asian and local athletes are attracted to participate to fight for the world ranking. 115 participants from 27 countries and/or city such as Australia, Austria, Canada, Spain, England, Japan, New Zealand, and the United States joined “Elite” category this year. Japanese athlete Fuka Sega was the winner of “Female Elite Open” while Rostislav Pevtsov from Azerbaijan was the winner of “Male Elite Open”. Hong Kong Life also presented USD10,000 as a reward for five male and five female participants with outstanding performance.

Hong Kong Life holds “Para Relay” race over six years to promote social integration. Their Gerbera Volunteers Team and the disabled were required to complete the race together so as to fulfill the spirit of cooperation between abled and disabled. Eight non-governmental organizations including Christian Family Service Centre, Derek Ko Training Academy, Hong Chi Association, Hong Kong Amputees Sports Association, Hong Kong Network for the Promotion of Inclusive Society, Hong Kong PHAB Association, Hong Kong Sports Association of the Deaf and The Hong Kong Society for the Deaf comprised 53 teams with more than 200 participants this year, which was a record-breaking success.

To deliver the message that everyone is eligible to join triathlon, six elite athletes from other sports and three triathlon athletes were invited to take part in “Elite Relay”. Swimmer Chiu Hin Chun and Runner Wong Wai Kin from Hong Kong Rowing Team, and Biker Wong Hui Wai from Hong Kong Triathlon Team won the championship. Hong Kong Life Chief Marketing Officer Micky Cho hoped that Hong Kong Life “#HealthForLove” message could be widely delivered by holding more races for

different groups such as Tertiary School Relay and Family Relay to attract more non-triathlon athletes to join the event.



Hong Kong Life General Manager Raymond Chang (5th from right), guests and Hong Kong athletes were invited to join “**Hong Kong Life ASTC Sprint Triathlon Asian Cup 2017**” kick-off ceremony.



Hong Kong Life holds “Para Relay” for six years to enhance the spirit of social integration through the interaction of Gerbera Volunteers Team and the disabled.



Hong Kong Life General Manager Raymond Chang (1st from right) and Chief Marketing Officer Micky Cho (1st from left) presented cheques to “Elite”athletes with outstanding performance.