

**Press Release**

**“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2015” Starts Enrollment**

6 October 2015 - Hong Kong Life Insurance Limited (“Hong Kong Life”) is keen to support local triathlon development, and has been title-sponsored the local races held by Hong Kong Triathlon Association for three consecutive years since 2012. Hong Kong Life expands its sponsorship scale to **“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2015”** this year and expects to attract 1,700 overseas and local triathletes. The event will be held on 31 October and 1 November in Sunny Bay, Lantau Island. The enrollment is now open. Enrollment deadline is 18 October.

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) and will be held in Sunny Bay. Around 80 overseas and Hong Kong “Elite” athletes will join the first day of the event (31 October) to fight for the world ranking and be qualified for 2016 Brazil Olympics Games. In addition to “Elite” Group (athletes are nominated by their countries/ districts), there are “Individual”, “TriKids”, “Relay” and “Para Relay” categories with different race distances such as Sprint Distance, Fun Distance and Discovery 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.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “We are honored to co-organize the two-day international competition with Hong Kong Triathlon Association. Hong Kong Life hopes to arouse the public interest towards sports and promote social integration through the titled-sponsorship of local triathlon events. In addition to donation and enrollment fee waiver, the disabled and volunteers from ““Gerbera Volunteers Team”” are encouraged to complete the ““Para Relay”” race together so as to fulfill their potential and enhance the awareness towards social integration. ““Para Relay”” race will be held on the first day of the event (31 October)

at 10:30am. Everyone is welcomed to come for cheering the athletes on.”

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 event, regardless of their ages and race experiences. The athletes with outstanding performances will be awarded with HKD18,000.

Hong Kong Triathlon Association President Fenella Ng thanked Hong Kong Life’s support and sponsorship towards triathlon, which helped to attract public attention towards the event and assist the disabled athletes. Hong Kong Triathlon Association hopes to cooperate with Hong Kong Life and bring the best experience to participants in the future.

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

- 1) Website: <http://www.triathlon.com.hk/>
- 2) Online Registration: <https://regonline.activeglobal.com/HongKongTriathlon2015>
- 3) Enquiry Hotline: 2504 8282



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**ASTC Sprint triathlon 2015**  
Asian Cup ASTC三項鐵人亞洲杯

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比賽日期：2015年10月31日(星期六) - 11月1日(星期日)  
比賽地點：大嶼山欣澳<sup>A</sup>  
網上報名：[regionline.activeglobal.com/HongKongTriathlon2015](http://regionline.activeglobal.com/HongKongTriathlon2015)  
截止報名日期：2015年10月18日(星期日)  
查詢熱線：2504 8282 (香港三項鐵人總會)

<sup>A</sup> 報名詳情，請參閱香港三項鐵人總會之網上報名資料  
<sup>A</sup> 設有交通安排：詳情請留意香港三項鐵人總會之網上公布

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