

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

1 November 2015 - **“Hong Kong Life ASTC Sprint Triathlon Asian Cup 2015”**, titled-sponsored by Hong Kong Life Insurance Limited (“Hong Kong Life”) and organized by Hong Kong Triathlon Association, was successfully held on 31 October and 1 November in Sunny Bay.

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. Nearly 1,300 overseas and local triathletes competed in the event in Sunny Bay, which included “Elite”, “Individual”, “TriKids”, “Relay” and “Para Relay” categories with different race distances such as Sprint Distance, Discovery Distance etc.

The “Elite” category was the focus of the race. Nearly 80 overseas and Hong Kong's elite athletes competed for world ranking points to qualify for the 2016 Olympic Games in Brazil. 20 athletes from 13 countries participated in the “Female Elite Open” group; while 53 athletes from 22 countries joined the “Male Elite Open”. The champion of “Female Elite Open” went to Mari Rabie from South Africa while the one of “Male Elite Open” went to Ron Darmon from Israel. Five male and five female elite athletes with outstanding performances, were awarded with USD10,000.

Hong Kong Life introduced the special “Para Relay” four years ago. This year, disabled athletes from different non-governmental organizations and the members from “Hong Kong Life Gerbera Volunteers Team” formed a total of 22 relay teams to join the race including swimming, cycling and running. Hong Kong Life wanted to arouse public awareness about social integration between the disabled and the able-bodied. Although the race distance was short as Discovery Distance, the event offered a platform for the disabled to showcase their talents and persistence.

A spectacular “Para Relay” kick-off ceremony was held to mark the occasion. Among the officiating guests were Hong Kong Life Board of Directors Chairman and Chong

Hing Bank Limited Executive Director cum Chief Executive Officer Felton Lau; Hong Kong Life General Manager Raymond Chang; Triathlon Association President Fenella Ng; and Leisure and Cultural Services Department Leisure Manager (Sports Funding) Cheung Tsui Wah and the MC was Connie Wong. The ceremony symbolized the continuity of this special relay, and communicating the concept of social integration in the community.

The Company introduced the new "Hong Kong Life Triathlete Awards" to motivate local triathletes to move towards their new heights. A total of 11 members from the Hong Kong Squad Team received a total of HKD18,000, and the youngest winner was 14 years old. , Silver medal winner in Athens and Beijing Asian Games Daniel Lee was invited to support the event.

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 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. Local triathletes are motivated to have a better performance through ""Hong Kong Life Triathlete Awards""."



Hong Kong Life Board of Directors Chairman and Chong Hing Bank Executive Director and Chief Executive Officer Felton Lau (4th from right); and Hong Kong Life General Manager Raymond Chang (3rd from right) officiated the “Para Relay” kick-off ceremony with other guests.



Ten most outstanding “Elite” athletes and prize presenters posed group photos.



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