



Please download high-res photos and videos here: <http://bit.ly/2LLy81Z>

**Hong Kong Disneyland Resort 10K Weekend Returns
with All-star Pixar Pals from Day-to-Night,
debuting its very first Night Run and Post-Race Night Party**

*Hong Kong Disneyland 10K Weekend 2019 - Presented by AIA Vitality
Public Registration Begins on July 18*



HONG KONG, July 10, 2019 – Hong Kong Disneyland Resort’s (HKDL) popular annual “**10K Weekend**” is making a triumphant return on November 2-3, 2019, with over 100 beloved Pixar Pals from movies “*Toy Story*,” “*Monsters, Inc.*” and “*Inside Out*”, Disney Friends and performers at the park and resort! The event will be even more fun as it welcomes the first ever “**Pixar Pals Night Run Party**”, inviting guests to dive in a non-stop, day-to-night magical weekend at the resort. Enrollment for the general public will begin from July 18, 2019 (from 10 a.m. Hong Kong time) to August 31, 2019 via the dedicated event enrollment web page: <https://www.hongkongdisneyland.com/10k-weekend-2019>

Now in its fourth successive year, “10K Weekend 2019 – Presented by AIA Vitality”, co-organized by Amateur Athletic Association (AAA), is bigger and better than ever with day and night races. By day, Woody and Buzz Lightyear will cheer on runners at the starting



line in the **Toy Story 10K**, which tests runners' endurance and skill. Guests can also join Joy and Sadness from *Inside Out* to pursue dreams and show perseverance in the **Inside Out 5K**, while Mike and Sulley are ready to roar with families and kids in the **Monsters, Inc. 3K**. Little ones will find a great way to unleash their energy in the Mickey and Friends Kids Races.

By night, playful guests seeking day-to-night running fun will not want to miss out on the first-ever 3K “**Pixar Pals Night Run Party**.” This new addition to the 10K Weekend lets runners experience HKDL amidst an alluring neon glow with beloved Pixar pals from *Toy Story*, *Monsters Inc.*, *The Incredibles* and *Inside Out*!

Party at Disney till late - Night-time magic in Pixar Pals Night Run

Before starting the race, participating guests can enjoy the immersive daytime attractions and entertainment in the park after 4 p.m. The park will be lit up with a different magical atmosphere when night falls. The “Pixar Pals Night Run Party” kicks off with a night race, during which the park will be open

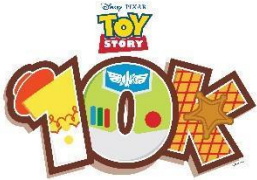


only to runners, their cheering supporters and the party joiners at a special route designed along the park's gorgeous night scenery. The finishing line is set at Toy Story Land for the first time, where runners can jump right into the party with your besties and favorite Pixar stars after the run. There will be DJ spinning tunes, delicious Pixar-themed food,



colorful Disney magical moments and exclusive merchandise, making for an unforgettable evening. Guests can look forward to many picture-perfect opportunities and cherished memories at this inaugural night run event. Runners can also invite their friends and families to join the night as the cheering supporters and enjoy the party in the rarely seen Disney magical night time scenery.

“10K Weekend 2019 is an unparalleled opportunity to enjoy an amusing, inspirational run, and allow guests to immerse against the backdrop of the gorgeous park with our beloved characters. It builds on the success of last year's record-breaking event, which drew nearly 13,000 enrolled participants including mainland and overseas runners. This year, the night run and post-race-party, combined with the presence of Pixar stars would attract more young runners,” said Karen Kwan, MICE and event business director, HKDL.

“Hong Kong Disneyland 10K Weekend 2019 – Presented by AIA Vitality” Details				
Race	Age	Date & Time	Fee	Magic Access Members Early Bird Offer*
[New!] Pixar Pals Night Run Party 	3 and above^	Run: Saturday, Nov 2, 2019 Party: Saturday, Nov 2, 2019	HK\$750	HK\$680
Toy Story 10K 	16 and above	Sunday, Nov 3, 2019	HK\$590	HK\$560
Inside Out 5K 	14 and above	Saturday, Nov 2, 2019	HK\$590	HK\$560
Monsters, Inc. 3K 	3 and above^	Saturday, Nov 2, 2019 Sunday, Nov 3, 2019	HK\$505	HK\$475
Mickey & Friends Kids Races  Including complimentary access to kid zone	5 and below	Saturday, Nov 2, 2019 Sunday, Nov 3, 2019	HK\$340	HK\$340

*Magic Access Early Bird Offer is subject to Terms and Conditions. Each Magic Access Member may use this offer once to enroll in the races together with a maximum of three other participants, limited quota available, first come first served. All the Day Run Offers do not include any Hong Kong Disneyland Park admission ticket. Any enrolment after the Magic Access Early Bird Offer period will be based on the original price. Please stay tuned on Magic Access Members Early Bird Offer communication.

^ Participant under the age of 12 must be accompanied by a participant aged 18 or above.

The “Hong Kong Disneyland 10K Weekend 2019” fee is inclusive of race participation, a themed T-shirt, a lanyard, an A4 sticker (for Kids Races only), a race bib, a bib clip and an electronic certificate.

Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau, said, “We are thrilled to be the presenting sponsor of the 10K Weekend 2019 for the fourth consecutive year in the name of ‘AIA Vitality’, encouraging people of all ages to join this healthy and fun gathering. This year’s event is the biggest in scale, showing that running events with families and friends are well-received by the community. As we celebrate AIA’s centennial in 2019, we will continue to collaborate with Hong Kong Disneyland Resort to present more unforgettable memories for Hong Kong people, fulfilling our brand promise of helping people live healthier, longer, better lives.”

Caring for the community

As part of a charity collaboration with the Hong Kong Federation of Handicapped Youth (HKFHY), HKDL will donate a portion of the proceeds from the event to the HKFHY in supporting their “HKFHY Momentum Academy”.

“The event will bring a great opportunity for the community to come together and join hands in helping to support a worthy cause, and promote the exercise in the community. “HKFHY Momentum Academy” promotes social inclusion of children and youth with disabilities, providing adventure trainings and outdoor programs. It will also advocate the promotion of “Sports for all” that encourages disable people to participate in different kinds of sports, including the 10K Weekend races as well.” Dr. Gary Ng, Chairperson of HKFHY.

Caring for the community also extends to the environmentally-friendly practices available at 10K Weekend 2019. With the support of NGO partners, participating runners can take part in an on-site recycling program for plastic water bottles, paper packaging and other items. Water dispensers will be provided at water stations and reusable cups will be available along the running route to facilitate runners to use less plastics. As an added incentive to encourage runners to go green and help make the event carbon neutral, runners can enjoy HK\$10 discount for purchasing of Combo Meal or Merchandise items at Event Center for every public social post of their bottles with the hashtags #10KWeekendBYOBottle.





All registered runners will receive an exclusive runner's pack, containing an event-themed T-shirt, a race bib and other goodies. Runners will be presented with a collectible event-only medal upon crossing the finish line. Little runners in Mickey and Friends Kids Races will also receive complimentary access to the kids zone, enjoy a fun family day with bouncy castles and other kids activities. Guests and

runners are invited to dress in their favorite Pixar-themed costumes to join Pixar Pals from beloved movies, Disney Friends and performers in an unforgettable sports extravaganza!

Continue the exercise and be active - Bring home with merchandise

To help participating runners get prepared for the run, HKDL will launch limited-time 10K weekend 2019 themed merchandise featuring Pixar pals and Disney friends, including towels, t-shirts, water bottles and limited edition pins. A new "Disney ACTIVE" collection featuring our all-time favorite Mickey Mouse, with the use of pink and grey color, encourages guests to enjoy an active lifestyle. Items including pullovers, jackets, caps and more are available for purchase at the event enrollment page.



Day-to-Night Complete Park & Resort Experience

The magical 10K Weekend experience wouldn't be complete without a stay at the hotel. It allows you to dive right into the food and drink offerings and also the sceneries at the three hotels after the active day, leaving you with no hassle. From October 31 to November 3, 2019, runners participating in 10K Weekend can enjoy an unbeatable 20% discount for stays at any of the three hotels*.

A premier, comprehensive resort destination

In addition to its world-class theme park and uniquely themed resort hotels, HKDL is a one-stop destination for events of any scale in the region. Apart from the "10K Weekend", the resort also boasts a superior range of venue choices for MICE events, catering, wedding and even concerts. The resort has hosted a number of large-scale outdoor concerts such as that of popular Taiwan-based rock group, Mayday, which attracted some 20,000 avid fans per show. The resort also continues to be a strong international and regional event location, reinforcing Hong Kong's position as the event capital of Asia.

* Including Hong Kong Disneyland Hotel, Disney Explorers Lodge and Disney's Hollywood Hotel, except Disneyland Hotel Suite

About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

Mobile app gives the latest updates

The HKDL mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Use the GPS-enabled map to find your way around the park or make reservations for park restaurants. See when and where your favorite Disney characters will appear in the park and make every moment count with wait times for each attraction. Magic Access members can also view block-out calendars and membership privileges, designed to make your visit even more magical.

About AIA Vitality

AIA Vitality is a game changing wellness programme that redefines the traditional concept of insurance and aims to reward customers to live a healthy lifestyle. By simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status to enjoy either more premium discounts or extra cover, and a number of exciting rewards.

For media inquiries, please contact:

Publicity, Hong Kong Disneyland Resort
Email: Publicity@hongkongdisneyland.com

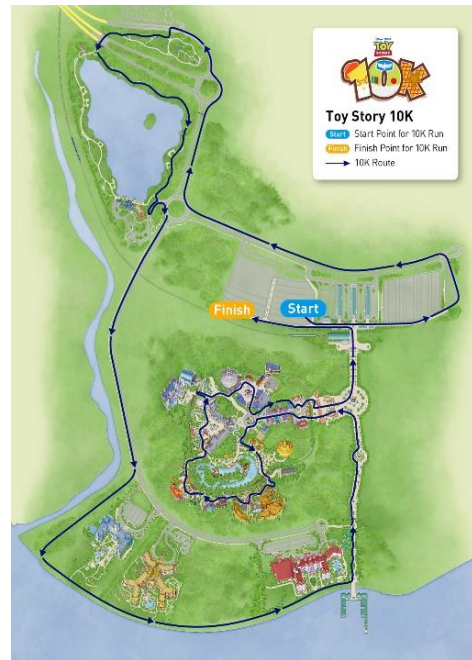
Appendix I: Route

Routes

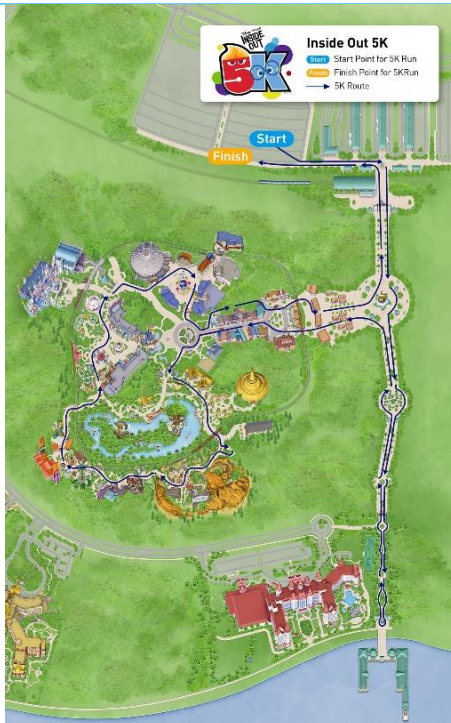
Pixar Pals Night Run Party



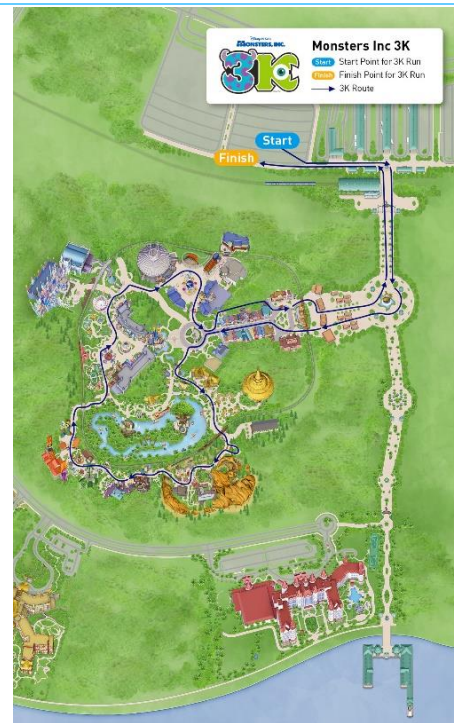
Toy Story 10K



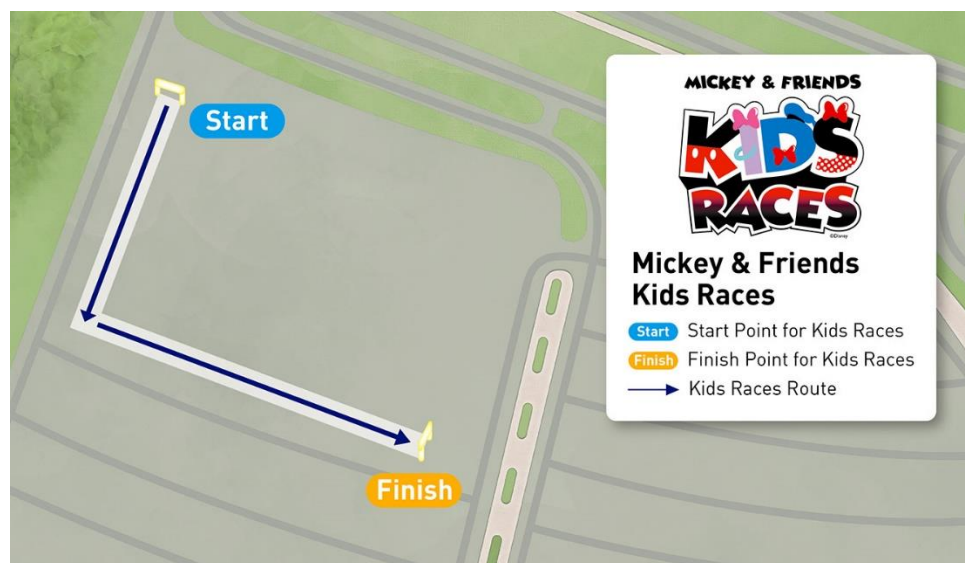
Inside Out 5K



Monsters, Inc. 3K



Mickey & Friends Kids Races



Held outside of the theme park and within the lawn area of
Hong Kong Disneyland Coach Park

Registration Details

Public registration date: July 18, 2019 (from 10 a.m.) to August 31, 2019 (till 11:59 p.m.)

Registration channels: Dedicated event webpage

<https://www.hongkongdisneyland.com/10k-weekend-2019>

Inquiries: Please call (+852) 3550-1188 for event details

Appendix II: Prizes for “Toy Story 10K (Race Group)” Winners

The Hong Kong Amateur Athletic Association continues to be the co-organizer for this year’s “10K Weekend 2019 – Presented by AIA Vitality”, with top performers of “Toy Story 10K (Race Group)” standing the chance to win a magical array of prizes. Runners will be separated into four age categories (male / female): Junior (aged 16 to 19), Senior (aged 20 to 34), Master 1 (aged 35 to 44) and Master 2 (aged 45 or above), with the top three runners in each category awarded the prizes below:

Prizes for “Toy Story 10K (Race Group)” Winners	
Place	Prize
Champion	- One night hotel accommodation in Standard Room at Disney Explorers Lodge - Chow Tai Fook Disney & Pixar “Toy Story” Collection Hamm Pure Gold Pendant (Excluding necklace) (Qty:1)
1st Runner-up	- Lunch Buffet for 2 persons at Dragon Wind, Disney Explorers Lodge - Chow Tai Fook Disney & Pixar “Toy Story” Collection Alien Pure Gold Pendant (Excluding necklace) (Qty:1)
2nd Runner-up	- Lunch Buffet for 2 persons at Chef Mickey, Disney's Hollywood Hotel - Chow Tai Fook Disney & Pixar “Toy Story” Collection Luxo Ball Gold-Charm/Pendant (Including hand strap) (Qty:1)

Appendix III – Park Tickets Offer

Park Tickets Offer	
Tickets Type	Price
Add-on park ticket for registered runners Travel period: October 19 - November 17, 2019	Adult HK\$380 Child HK\$295
Spectator day ticket For registered day run runners' friends and family Travel period: November 2 - November 3, 2019 Max: 4 pax	Adult HK\$639 Child HK\$475
Spectator night run party ticket, for registered runners' friends and family For registered night run runners' friends and family Travel period: November 2, 2019 Max: 4 pax	HK\$499
Pixar Pals Night Run Party for non-runner Travel period: November 2, 2019	HK\$599

Appendix IV – Merchandise price list

“Hong Kong Disneyland 10K Weekend 2019 – Presented by AIA Vitality” Merchandise			
Item	Price	Item	Price
Adult towel	HK\$89	Toy Story Limited Edition Pin – 10K	HK\$135
Kids towel	HK\$69	Inside Out Limited Edition Pin – 5K	HK\$135
Water bottle	HK\$99	Monsters, Inc. Limited Edition Pin - 3K	HK\$135
Adult Short Sleeve Tee	HK\$218	Mickey and Friends Limited Edition Pin – Kids Races	HK\$135
Kids Short Sleeve Tee	HK\$188	Magic Access Limited Edition Pin	HK\$229

Disney ACTIVE Collection			
Item	Price	Item	Price
Water bottle	HK\$89	Tee	HK\$239
Towel	HK\$79	Pullover	HK\$439
Cap	HK\$179	Jacket	HK\$599