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Hong Kong Disneyland Resort's 10K Weekend 2024 Presents First-ever Run Through World of Frozen

Record-breaking number of runners from around the globe unite for magical running jamboree



HONG KONG, November 3, 2024 — The most magical run in town, the “**Hong Kong Disneyland 10K Weekend 2024 - Presented by AIA Vitality,**” was held with great enthusiasm over the weekend. Nearly 20,000 runners and Disney fans from Hong Kong, mainland China, Taiwan, Japan, Thailand and beyond, gathered at the starting line, marking a record number of participants internationally and overall.

Excitement was heightened this year with the introduction of new award categories, including the champions and runners-up in each category for the “**Pixar Pals 5K**” race, as well as the all-new “**Disney-Style Runway Awards**”, encouraging runners, families and kids to don their favourite Disney attire, making the magical run memorable.



10K WEEKEND 2024

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This year's event was more enchanting than ever as for the first time, participants had the unique opportunity to run through the world's first and largest "Frozen"-themed area at "World of Frozen". Royal sisters, Queen Anna and Elsa from the Walt Disney Animation Studios film "Frozen," opened the gates of Arendelle and greeted runners with heartfelt cheers at the starting line. They were joined by beloved Disney friends including Mickey and Friends, Duffy and Friends, Marvel Super Heroes, and Pixar Pals along the route, spreading joy throughout the resort.



Financial Secretary of the Hong Kong Special Administrative Region Government, Paul Chan, joined as guest of honor to kick off the November 3 races. "The Hong Kong Disneyland 10K Weekend, themed around Disney stories, caters to different ages and running abilities, making it a great event for families," he said.

"In addition to locals, many athletes and Disney fans from mainland China and overseas have come to Hong Kong specifically for this event. It also promotes inclusivity by inviting participants with disabilities. Hong Kong has a wealth of tourism resources and as long as we keep coming up with new ideas, we can keep attracting more tourists from around the world. Today's event, combining tourism, sports, and philanthropy, is a great example," Chan added.

Michael Moriarty, managing director of Hong Kong Disneyland Resort ("HKDL"), said: "We're thrilled to see the most magical run to become bigger and better every year, with a record of nearly 20,000 runners and Disney fans from Hong Kong and around the world joining. It's also an incredible opportunity to showcase the fun and magic that Hong Kong Disneyland and Hong Kong have to offer."



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Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "We are pleased to sponsor this magical Event for the sixth consecutive year. Not only does the Run promote a healthy lifestyle, but it also provides a wonderful opportunity for everyone to spend quality time with their loved ones and create joyful moments while jogging through the exciting themed lands. This year, we have also curated special experiences in celebration of AIA Club Alta's first anniversary. We will continue to leverage different innovative ways to encourage people to "Rethink Healthy" and bring to life our purpose of helping everyone live Healthier, Longer, Better Lives."

Nurturing sports, inclusivity, and diversity

HKDL continues to support a healthy and inclusive community. Leaders from all over Hong Kong, including corporate partners and non-profit organizations, joined in on the fun, showing their support by participating in the "Leadership 3K" race. In addition, this year, the 10K Weekend featured the participation of athletes from Hong Kong and mainland China, including Chinese weightlifter and double Olympic champion Li Wenwen and Hong Kong long distance runner Chan Ka-ho.



Around 80 runners with visual, hearing, and physical disabilities participated in the races, invited by HKDL through the Hong Kong Federation of Handicapped Youth, the Hong Kong Joint Council for People with Disabilities and Ebenezer School.



Among them was 17-year-old running enthusiast Victor Hui from Ebenezer School, who joined the "Marvel Super Heroes 10K" race with his guide runner and school teacher, Leo Wong.



Hui shared: "Running has added a different meaning to my life. The 10K Weekend was the very first time I participated in a mega running event and ran with so many people. I was so excited that I got to run with Disney friends cheering me on."

Wong added, "Victor was really looking forward to the event, training with passion and determination, motivated by the clear goal set by the occasion. Running has boosted his confidence, and I'm pleasantly surprised



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to see the once-shy Victor open up and proudly share his Disney fun run experience with others.”

HKDL will make a donation to the Hong Kong Federation of Handicapped Youth and Hong Kong Joint Council for People with Disabilities in support of their community programs to promote the social inclusion of people with disabilities.

Supporting sustainability

In line with HKDL's commitment to sustainability, the 10K Weekend implemented several initiatives to reduce waste and promote recycling. Collaborating with The Green Earth since 2016, HKDL provided water dispensers along the routes and organized an on-site recycling program for various materials, including paper cups, plastic bottles, bib pins, bags, baggage tags, paper packaging, banana peels and more. Plastic use in the event was reduced by eliminating individual packing from the procurement stage.



Recognizing excellence



The champion of the “Marvel Super Heroes 10K” race won a one-night stay at the Hong Kong Disneyland Hotel at either the Kingdom Club Cinderella Suite or Frozen Suite, as well as HK\$1,000 hotel dining voucher. The champion of the “Pixar Pals 5K” race won a one-night stay in Kingdom Club Room at the Hong Kong Disneyland Hotel, along with a HK\$1,000 hotel dining voucher. Each winner of the Disney-Style Runway Awards won a combo set at Chart Room Café in Disney Explorers Lodge, a Skechers shoes voucher and a Mickey and Friends cooling towel. Winners also received Disney-themed trophies.

Continuous magic throughout the year

The magic of HKDL continues all year round! From November 15, 2024 to January 1, 2025, guests are invited to join the first-ever snowy Christmas at World of Frozen, where a joyous Arendelle celebration awaits, together with the highly anticipated return of Disney Christmas traditions around the park, including “Disney Christmas Live in Concert!”, “Mickey and Friends Christmastime Ball,” “A Holiday Wish-Come-True Tree Lighting Ceremony” and more. Disney Pals will also take the stage in front of the Castle of Magical Dreams on December 31, 2024 and welcome 2025 with guests at the New Year's Eve countdown party!. With the resort's 20th anniversary approaching next year, more exciting updates are on the horizon!

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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 details and offers of AIA Vitality, please visit <https://www.aia.com.hk/aiavitality>.

About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and backgrounds. Filled with your favorite Disney stories and characters, Hong Kong Disneyland Resort offers guests the opportunity to explore eight diverse lands that are home to award-winning, one-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 wellbeing, 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 & helps plan your visit



The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Reserve your park visit and get Disney Standby Pass. Use the GPS-enabled map to find your way around the park or make reservations for park and hotel restaurants, 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.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

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