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Hong Kong Disneyland Resort's 10K Weekend 2025 Celebrates Record Participation and Magical Milestones

Non-stop 20th Anniversary party fun with an unforgettable experience that brings Sports + Tourism



HONG KONG, November 2, 2025 — Hong Kong Disneyland Resort (HKDL) proudly hosted its highly anticipated “Hong Kong Disneyland 10K Weekend – 20th Anniversary Party Edition – Presented by AIA Vitality,” welcoming a record number of over 21,000 runners.

Building on the success of previous years, this year's 10K Weekend continued to receive overwhelming interest from Hong Kong, mainland, Taiwan, Japan, Korea, Thailand and beyond to a spectacular celebration of sports, fun, and Disney magic.



Young runners, for the first time ever, dashed toward the finish line in Tomorrowland in the **Mickey & Friends Junior Races**. More Disney friends spreading joy for runners dressed up in their favorite Disney attire in the **Duffy and Friends 3K**, the **Frozen 3K**, the **newly-themed Zootopia 5K** and the high-spirited **Pixar 10K**.

This year, the **Disney-Style Runway Awards** returned to shine a spotlight on the most creative Disney-inspired outfits — with a special edition just for our youngest runners in the Mickey & Friends Junior Races.



Paul Chan, Financial Secretary of the Government of the Hong Kong Special Administrative Region; Peter Lam, Chairman, Hong Kong Tourism Board and Angelina Cheung, Commissioner for Tourism of the Government of the Hong Kong Special Administrative Region, attended as guest of honor to officially launch the November 2 races.



“The Hong Kong Disneyland 10K Weekend is a truly magical celebration that brings together sports, tourism and community spirit. This year’s edition is extra special as it serves as a warm-up for the National Games; it’s also part of the Hong Kong Disneyland Resort’s 20th Anniversary — a series of festivities marking two decades of magic, memories and milestones. Gatherings like this shine a spotlight on Hong Kong as a vibrant, dynamic travel destination. With our creativity, drive for innovation, and strong spirit of collaboration, I’m sure Hong Kong will continue to captivate the hearts of visitors from around the world,” said Chan.

Leaders from across Hong Kong — including corporate friends and non-profit organizations — participated in the Leadership 3K race to show their unwavering support for the second largest race in the city sanctioned by the Hong Kong, China Association of Athletics Affiliates. They enjoyed the magic of this weekend-long sports extravaganza that brought festive cheer to the city.

Michael Moriarty, Managing Director of Hong Kong Disneyland Resort, said: “As Hong Kong continues to strengthen its position in sports development, we see exciting opportunities to connect tourism with sports events. The 10K Weekend is a great example of how these two sectors can come together to create unforgettable magical experiences for locals and visitors.”



Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said: “AIA is proud to be the presenting sponsor of the Disney 10K Weekend for the seventh year. As Hong Kong Disneyland celebrates its 20th anniversary and AIA Vitality marks its 10th, we’re excited to share this magical milestone. This event reflects our shared purpose of helping people live Healthier, Longer, Better Lives — bringing families together, inspiring wellbeing, and creating joyful memories.”

Promoting sports and inclusivity in the community

The event also spotlighted the resort’s commitment to community engagement and healthy living. Children from the “Disney All-Star Sports Academy” — a joint initiative between HKDL and the Sports Legacy Scheme under the Sports Federation & Olympic Committee of Hong Kong, China — were invited to participate in the Frozen 3K race alongside their coaches, who are former and current athletes of team Hong Kong, China: Wu Lok-man, Yuen Ka-ying, Lee Wai-chi, and Chan Yeuk-yu.



“Running with these young sports enthusiasts reminds me why I fell in love with sports,” said Wu, coach from Sports Legacy, a former Hong Kong, China karate athlete. “This event offers a joyful and welcoming environment that’s perfectly suited for children taking their first steps into the world of sports — helping them build physical strength and laying a solid foundation for future sports development.”

Additionally, HKDL donates a portion of the event proceeds to the “Disney All-Star Sports Academy,” supporting organizations of sports training workshops for young participants. A donation will also be made to the Hong Kong Federation of Handicapped Youth’s “HKFHY Momentum Academy,” which aims to foster inclusion across diverse communities.

Advancing sustainability through innovation

This year’s 10K Weekend introduced advanced battery energy storage systems to replace traditional diesel generators, enhancing energy efficiency and reducing carbon emissions, while delivering cleaner, quieter, and more sustainable power for event operations.

Since 2016, HKDL has worked with The Green Earth to support environmental sustainability efforts by providing water dispensers along event routes. HKDL promotes on-site recycling for paper cups, plastic bottles, bib pins, baggage tags, plastic and paper packaging. Participants are also encouraged to compost banana peels.



The 10K Weekend 2025 is part of HKDL's broader celebration marking its 20th anniversary, reinforcing its role as a tourism flagship in the region where dreams come true and memories cherished.

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have about 18,000 financial planners, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 million customers, offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

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 to meet Disney friends inside the park. 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>

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