



**HONGKONG 香港
STREETATHON 街馬**

**Marathon for Good. Party for All.
跑轉維港. 行善作樂**



**HONG KONG STREETATHON 2024 (since 2014)
8th December 2024 (Campaign: 30 Nov – 8 Dec 2024)
Round-Harbour Full Marathon for
20,000 participants**



YOUTH·ROC
街跑少年

YOUTH·ONE
街跑一隊

BEE Family Coach
自家教練

RunOurCity
全城街馬
RUN. to transform

HONGKONG 香港
STREETATHON 街馬

RUN TO THE MOON
跑上月球

TOTEM RUN

HILL FIGHTER
2020

hong kong
ladies run
2018

ROC

the 街後
Back Street

HONG KONG
running fest
CENTRAL 2016
RUN. in life

ROC x ESQUIRE
HONG KONG **BEARD RUN**

新創建 NWS
GE
地盤主
HERO RUN

學界毅力行

ULTRAMAN RUN
hong kong 2018

GOLD LIGHTNING RUN
黃金俠跑 2019

Yakult
HEALTH
run
健康跑

愛融 2 千人 PARTY
MUSIC RUN

香港傷健共融網絡
世界家庭慈善跑
CHARITY RUN 2019

LUA
LifeCare Charity Run 2018

你嘉我
健康齊齊跑
Canossa Hospital Fun Run 2019

SmarTone
FITech City Run
2018

Samsung
Galaxy Run 2019

RUN to WELLness

- We served over 14,000 students
- Over 50% are underprivileged groups
- We served over 150,000 runners



Event Capital of Asia

Premier Fun Run in Asia



Showcase of Hong Kong's Uniqueness

- Fun as a carnival of celebration

補給站 Refreshment Points

- R1A 東區走廊東行近太古城
Eastern Corridor near Tai Koo Shing
- R1B 東區走廊東行近太古城
Eastern Corridor near Tai Koo Shing
- R2 The Peak Hunter 站
The Peak Hunter Station 
- R3 猛龍長跑隊站
Fearless Dragon Station 
- R4 毅行教室站
Trailwalker Teaching Room Station 
- R5 Running Man Athletic Club 站
Running Man Athletic Club Station 
- R6 觀塘繞道近啟晴邨
Kwun Tong Bypass near Kai Ching Estate
- R7A 大昌行站
Dah Chong Hong Station 
- R7B 祥業街(南行)
Cheung Yip Street (Southbound)
- R8A 保柏站
Bupa Station 
- R8B 景樂站
King Parrot Station 
- R9 偉易達站
VTech Station 
- R10 啟德隧道出口近新山道
Kai Tak Tunnel Exit near San Shan Road

Cheering & Refreshment Support



Along the Route Performance



Party for Runners & Spectators



Impact for Charity & Community

- support to all ages & inclusion



Showcase of Hong Kong's Uniqueness

- Hong Kong Themed to attract tourists and locals

一個維港 一個街馬
ONE HARBOUR
ONE STREETATHON



2017年1月8日
AXA 安城
HONGKONG 香港
STREETATHON 街馬
@ Kowloon 九龍
8.1.2017

九龍 街馬 皇帝 全城加油 跑友皇帝

AXA HONG KONG STREETATHON @ KOWLOON 2017



行打裝 善氣扮

一月大 2019 JANUARY

宜 全城街馬貳零壹玖 香港街馬開跑

想就 跑 食玩跑 打氣

13 SUNDAY 星期日

街馬 通勝

善事 宜 食玩跑 行打裝 善氣扮

2019 HONGKONG 香港 STREETATHON 街馬 RunOurCity 全城街馬

Showcase of Hong Kong's Uniqueness

- Our Culture to attract both Tourists and Hongkongers



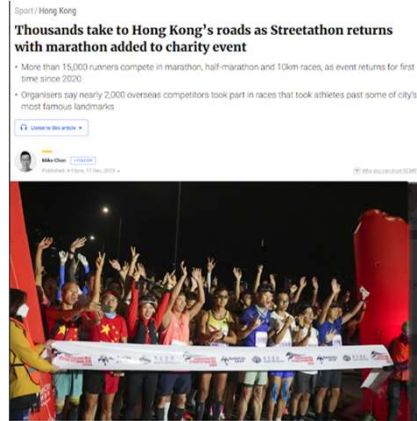
Create effective branding impact – Hong Kong

- High media value
- Gov't, celebrities, China media, billboards, collaborations

Content of Coverage	No. of Coverage	Est. Media Value (HK\$)
1) Event Launch (12 - 25 July)	Print: 16	\$1,017,977
	Online: 60	\$1,840,000
	Social Media: 19	\$690,000
2) Pre Event (13 - 16 Dec)	Print: 7	\$130,719.00
	Online: 84	\$2,760,000.00
3) On Event and Post Event (17 - 29 Dec)	Print: 26	\$1,129,411.00
	Online: 137	\$4,430,000.00
	Social Media: 6	\$260,000.00
	Total Coverage: 355	Total Value: \$12,258,107

Total 355 media clippings from following media:

- 1.AM730
- 2.Bastille Post
- 3.Bijihk
- 4.Commercial Radio
- 5.Dim Sum Daily
- 6.Dot Dot News
- 7.Economic Digest
- 8.Epoch News
- 9.ET Net
- 10.Fanpece
- 11.First Worldsec Securities
- 12.Fitz
- 13.Headline Daily
- 14.HK Business Times
- 15.HK01
- 16.HKBT
- 17.HKCD
- 18.HKCNA
- 19.HKEJ
- 20.HKTKWW
- 21.i-Cable
- 22.Infocast
- 23.In Media HK
- 24.LINE Today
- 25.Lion Rock Daily
- 26.Metro Radio
- 27.Ming Pao
- 28.News.gov.hk
- 29.NOW News
- 30.ODN
- 31.On.cc
- 32.Orange News
- 33.Passion Times
- 34.Quamnet
- 35.Recrut
- 36.RTHK
- 37.Run Now
- 38.Running Biji
- 39.Running News
- 40.Sina
41. Sing Pao
42. Sing Tao
43. Sing Tao Headline
44. South China Morning Post
45. Sky Post
46. Sportsroad
- 47.Sunday Kiss
- 48.Tai Kung Pao
- 49.The Standard
- 50.Timable
- 51.TVB
- 52.U Lifestyle
- 53.Weak Ends Here
- 54.Wen Wei Po
- 55.Yahoo
- 56.粵港澳大灣區之聲
- 57.運動筆記HK
- 58.太紀元
- 59.中時
- 60.工商時報
- 61.中国新闻网



City back up and running

Runners pass over the Tsing Kowen Cross Bay Bridge yesterday in a 10km race that formed part of the first Hong Kong Streetathon since 2020.

More than 15,000 made their way through various landmarks in the city, with keen competition also in the marathons and half-marathons. Organisers said nearly 2,000 participants had come from overseas.

Chief Secretary Eric Chan Kwok-kwong attended the starting ceremony and said the event would help to "demonstrate Hong Kong's extraordinary vitality". Photo: May Tse



Enrich Travel Experience of In-town visitors

- Creation of positive word of mouth publicity
- Various positive coverage in various media



【01齊跑·Kimmy】全城街馬之特色：一個可以「跑到飽」的比賽



我在街馬吃過什麼？

燒肉、鮑魚、巴馬火腿、雞胸肉、吞拿魚三文治、芒果糯米飯……



街馬沿途設美食 首設環保水杯

【本報訊】每年在港舉行的「食住跑」香港街馬，一向以「食住跑」為主題，為跑者提供美食及環保水杯。今年街馬在以往基礎上，更增加設置環保水杯，為跑者提供便利。此外，街馬亦會提供多種美食，包括燒肉、鮑魚、巴馬火腿、雞胸肉、吞拿魚三文治、芒果糯米飯等，讓跑者在運動後能享受美食，增加運動樂趣。

明年街馬首經東隧 沿途設美食補給站

【本報訊】「食住跑」香港街馬將於明年首經東隧，沿途設美食補給站。主辦機構表示，為了提升跑者的運動體驗，今年特別在東隧沿途設置了多個美食補給站，提供多種美食，包括燒肉、鮑魚、巴馬火腿、雞胸肉、吞拿魚三文治、芒果糯米飯等。此外，主辦機構亦會提供環保水杯，為跑者提供便利。明年街馬將繼續秉承「食住跑」的精神，為跑者提供一個既健康又有趣的運動平台。



RunOurCity Green Standards



Winner of Green Event Award organized by Green Earth – ROC Produced for NWS Geo Hero Run



自備水樽
Bring Your Own Bottle

為環保出一分力，大會將於「香港街馬嘉年華」會場設置自助水站，並不會派發即棄水杯，請自備水樽！而分別於十公里、半馬拉松起跑區及賽道上同樣設置自助水站可供自備水樽的跑手們使用，但因應賽事的實際需要，水站仍會提供水杯供跑手使用。



自備行李袋
Bring Your Own Baggage Bag

為減少製造大量即棄塑膠產品，大會將不會提供行李袋，跑手使用大會行李牌作行李寄存。溫馨提示：以免因天雨弄濕，自備的寄存袋建議為具防水性能。



回收分類
Recycling

大會將於「香港街馬嘉年華」會場設置回收桶作分類回收安排，歡迎跑手積極配合，把飲用完的膠樽等放進回收桶，齊心減廢！



物資捐贈
Food & Beverage Donation

於補給站及嘉年華未曾派發出之食物及飲品，大會將安排捐贈予慈善機構，以轉贈有需要人士。



電子版跑手須知
E-runner Guide

為減少浪費紙張，大會今年將以電子版跑手須知取代以往的印刷版，既為環保出一分力，亦方便跑手隨時隨地翻看須知內容。







Event Basic Information

HONG KONG STREETATHON 2024

Organizer	RunOurCity Foundation (ROCF)
Producer	ROC Limited
Date	8 December 2024 (Sunday)
Race distance	10km, Half Marathon & Full Marathon
Target No. of Participants	<p>Total: 20,000 runners</p> <p>Full Marathon : 4,000 pax (Age 18-75, Start time: 05:00, Limit: 6 hrs)</p> <p>Half Marathon Elite : 1,000 pax (Age 18-75, Start time: 05:30, Limit: 2 hrs)</p> <p>Half Marathon Challenge : 5,000 pax (Age 18-75, Start time: 06:45, Limit: 3 hrs)</p> <p>10km Elite : 4,000 pax (Age 12-75, Start time: 09:00, Limit: 1 hr 45 mins)</p> <p>Asia YouthRun 10K : 1,500 pax (Age 12-20, Start time: 09:30, Limit: 2 hrs)</p> <p>10km Challenge : 4,500 pax (Age 12-75, Start time: 10:00, Limit: 2 hrs)</p>
Event Duration	Overall: 03:30 – 13:00 (race: 05:00– 12:00, post run venue: 06:00– 13:00)
Start Point	<p>Full Marathon: Island Eastern Corridor near East Coast Park</p> <p>Half Marathon: Island Eastern Corridor near East Coast Park</p> <p>10km: Tseung Kwan O-Lam Tin Tunnel (near Tong Yin Street)</p>
Finish Point	<p>Full Marathon: Kai Tak Sports Park</p> <p>Half Marathon: Kai Tak Sports Park</p> <p>10km: Kwun Tong Promenade (near Vessel 03 venue)</p>
Post run Venue	<p>Full Marathon: Kai Tak Sports Park</p> <p>Half Marathon: Kai Tak Sports Park</p> <p>10km: Kwun Tong Hoi Bun Road - Vessel 01,02,03, Kwun Tong Hoi Bun Road Park</p>
Beneficiaries	<p>(1) ROCF - Running for Development of SEN Students programme</p> <p>(2) ROCF - BEE Family Coach programme</p> <p>(3) Other 6 NGOs (BLIND SPORTS HONG KONG, HONG KONG NETWORK FOR THE PROMOTION OF INCLUSIVE SOCIETY - THE FEARLESS DRAGON RUNNING TEAM, RUN HONG KONG, TEEN'S KEY HONG KONG, THE PEAK HUNTER FOUNDATION, VOLTRA HONG KONG)</p>

Showcase of Hong Kong's Uniqueness

- The first Round-Harbour Marathon
- Half marathon locates in CBD², the largest youth 10km



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2. Full Marathon route

Hong Kong Island

Start Point: IEC eastbound carriageway near East Coast Park

IEC eastbound → U-turn at CWB (North Point Exit) → CWB eastbound → CWB WanChai(N) Entrance → Lung Wo Road eastbound → Yiu Sing Street southbound → Yiu Sing Street eastbound → U-turn → Yiu Sing Street eastbound → Yiu Sing Street southbound → Lung Wo Road eastbound → Expo Drive eastbound → CWB WanChai (N) Exit → CWB eastbound → IEC eastbound → Eastern Harbour Crossing (Northbound tube)

2. Full Marathon route

Kowloon

Eastern Harbour Crossing (Northbound Tube) → Lam Tin Interchange → **Tseung Kwan O - Lam Tin Tunnel (Westbound)** → **U-turn at Tseung Kwan O Cross Bay Bridge** → **Tseung Kwan O - Lam Tin Tunnel (Eastbound)** → Lam Tin Interchange → Cha Kwo Ling Road eastbound → Cha Kwo Ling Road westbound → **Cha Kwo Ling Promenade** → Ramp of Kwun Tong Bypass (Lei Yue Mun Bound) leading to Wai Yip Street → Kwun Tong Bypass (Lei Yue Mun Bound) → U-turn at Kwun Tong Bypass near Shing Yip Street → Kwun Tong Bypass (Lei Yue Mun Bound) → U-turn at Kwun Tong Bypass near Richland Garden → Kwun Tong Bypass (Lei Yue Mun Bound) → Ramp of Wang Chiu Road leading to Kwun Tong Bypass → Wang Chiu Road southbound slow lane → **Tsui Hing St** → Cheung Yip Street → Hoi Bun Road eastbound → Hoi Bun Road westbound → U-turn at Hoi Bun Road near Kowloon Flour Mills → Hoi Bun Road eastbound → **Shun Yip Street** → Wai Yip Street westbound slow lane → Kai Fuk Road westbound → Kai Tak Tunnel westbound → East Kowloon Corridor westbound → U-turn at East Kowloon Corridor westbound near Wo Chung Street → East Kowloon Corridor westbound → **U-turn at Kai Tak Tunnel service road (near San Shan Road)** → **Kai Tak Tunnel service road (near Kowloon City Road)** → **East Kowloon Corridor Exit 2A (to Kowloon City)** → **Sung Wang Toi Road** → **Olympic Avenue** → **Kai Tak Public Sports Ground**

Finish Point:

Plan A: **Kai Tak Public Sports Ground**

Plan B: **San Shan Road**

Showcase of Hong Kong's Uniqueness

- The first Round-Harbour Marathon
- Half marathon locates in CBD², the largest youth 10km



2. Half Marathon route

Start Point: IEC eastbound carriageway near East Coast Park

IEC eastbound → Eastern Harbour Crossing (Northbound tube) → Lam Tin Interchange → Cha Kwo Ling Road eastbound → Cha Kwo Ling Road westbound → **Cha Kwo Ling Promenade** → Ramp of Kwun Tong Bypass (Lei Yue Mun Bound) leading to Wai Yip Street → Kwun Tong Bypass (Lei Yue Mun Bound) → U-turn at Kwun Tong Bypass near Shing Yip Street → Kwun Tong Bypass (Lei Yue Mun Bound) → Ramp of Wang Chiu Road leading to Kwun Tong Bypass → Wang Chiu Road southbound slow lane → **Tsui Hing St** → Cheung Yip Street → Hoi Bun Road eastbound → Hoi Bun Road westbound → U-turn at Hoi Bun Road near Kowloon Flour Mill → Hoi Bun Road eastbound → Shun Yip Street → Wai Yip Street westbound slow lane → Ramp of Wai Yip Street westbound leading to Kai Fuk Road westbound → Kai Fuk Road westbound → Kai Tak Tunnel westbound → East Kowloon Corridor westbound → U-turn at East Kowloon Corridor westbound near Wo Chung Street → East Kowloon Corridor westbound → **U-turn at Kai Tak Tunnel service road (near San Shan Road) → Kai Tak Tunnel service road (near Kowloon City Road) → East Kowloon Corridor Exit 2A (to Kowloon City) → Sung Wang Toi Road → Olympic Avenue → Kai Tak Public Sports Ground**

Finish Point:

Plan A: Kai Tak Public Sports Ground

Plan B: San Shan Road

Showcase of Hong Kong's Uniqueness

- The first Round-Harbour Marathon
- Half marathon locates in CBD², the largest youth 10km



2. 10km route

Start Point: Tseung Kwan O-Lam Tin Tunnel (near Tong Yin Street)

Tseung Kwan O-Lam Tin Tunnel (near Tong Yin Street) → Tseung Lam Highway northbound → Tseung Lam Highway eastbound → U-turn at Tseung Kwan O Cross Bay Bridge → Tseung Lam Highway eastbound → Tseung Kwan O-Lam Tin Tunnel eastbound → Lam Tin Interchange → Cha Kwo Ling Road eastbound → Cha Kwo Ling Promenade → Ramp of Kwun Tong Bypass (Lei Yue Mun Bound) leading to Wai Yip Street → Kwun Tong Bypass (Lei Yue Mun Bound) → Ramp of Wang Chiu Road leading to Kwun Tong Bypass → Wang Chiu Road southbound slow lane → Tsui Hing St → Cheung Yip Street → Hoi Bun Road eastbound → Hoi Bun Road westbound → Kwun Tong Promenade near Vessel 03 venue

Finish Point: Kwun Tong Promenade near Vessel 03 venue

Text highlighted in **YELLOW** are the sections different from HK Streetathon 2023

4. Race Categories and Details

Categories	No. of Runners	Time Limit	Opening time of Baggage drop	Opening time of the Starting area	Closing time of Baggage drop	Start Time	Deadline for the start time	Finish Time
FM	4000	6 hours	3:30	4:15	4:30	5:00	5:15	11:00
HM Elite	1000	2 hours	3:30	4:45	5:00	5:30	5:40	7:30
HM challenge	5000	3 hours	4:45	6:00	6:15	6:45	7:00	9:45
10km Elite	4000	1 hour 45 mins	7:00	8:15	8:30	9:00	9:45	10:45
Streetathon Asia YouthRun 10K	1500	2 hours	7:30	8:45	9:00	9:30	9:45	11:30
10km Challenge	4500	2 hours	8:00	9:15	9:30	10:00	10:15	12:00
Total:	20000							

- FIT positioning: Fun, Impact, Touristic
- Running for all ages, inclusively



Hong Kong Streetathon 2024

Full Marathon

(D) Support stations by Charity Organizations

- 補給站 Refreshment Points
- R1A 東區走廊東行近太古城 Eastern Corridor near Tai Koo Shing
- R1B 東區走廊東行近太古城 Eastern Corridor near Tai Koo Shing
- R2 The Peak Hunter 站 The Peak Hunter Station
- R3 猛龍長跑隊站 Fearless Dragon Station 猛龍
- R4 毅行教室站 Trailwalker Teaching Room Station
- R5 Running Man Athletic Club 站 Running Man Athletic Club Station
- R6 龍城繞道近飲晴邨 Kwun Tong Bypass near Kai Ching Estate
- R7A 大皇行站 Dah Chong Hong Station 大皇行集團
- R7B 祥業街(南行) Cheung Yip Street (Southbound)
- R8A 保柏站 Bupa Station
- R8B 景樂站 King Parrot Station
- R9 偉易達站 VTech Station vtech
- R10 啟德離道出口近新山道 Kai Tak

(G) STREETATHON FAMerry Run



(A) Full Marathon & (B) Half Marathon



(F) Running Expo



(H) STREETATHON Runner's Party



(C) 10km starts@ Tseung Kwan O-Lam Tin



LEGEND:

- 2023 HKS Route
- 2024 HKS Route

Get Set Go!

Jan - Apr

Resources
Routing & Plan
Supporting Organizations
Partners

May - Aug

Furnish the plan
Get no objection
Work out the plan
Launch campaign with
registration

Sep - Dec

Execution
Recruitment of tourists
Communication campaign
Event Content
Event Day on Dec 8, 2024



**Thank
you!**

**For your support to
HONG KONG STREETATHON**