

## News Release

To: News / Business Editors

For immediate release

### **CENTRAL Rat Race to bring fast-paced fun to the CBD on 13<sup>th</sup> October 2019**

*New carbon-friendly features introduced to promote the event and raise awareness for MINDSET*

HONG KONG, 6<sup>th</sup> June 2019 – Hongkong Land today announced that the CENTRAL Rat Race, one of the city’s most eagerly awaited charity events, is returning to Chater Road on 13<sup>th</sup> October 2019. This year marks the 14<sup>th</sup> edition of the fun, action-packed relay competition, which over the years has raised more than HK\$34 million for MINDSET, a registered charitable organisation that supports mental health initiatives in Hong Kong and mainland China.

Since its inaugural running in 2006, the CENTRAL Rat Race has grown in popularity for its light-hearted take on corporate life, its team-building elements and its community spirit. The Race’s creatively designed course, plotted through the Grade A buildings and pedestrian walkways of CENTRAL, showcases the district’s enviable convenience and connectivity. To navigate the course, runners dressed in fancy costumes and trainers must use physical, mental and teamwork skills to conquer business-themed obstacles at each of the Race’s eight legs, passing a briefcase like a baton as they run.

Mr Raymond Chow, Executive Director of Hongkong Land, said, “In a busy city like Hong Kong, we need mental health, physical fitness and work-life balance for quality of life. We are grateful to those who support this message by participating, donating, and cheering on our runners.

“We are also proud to announce that this year’s Race will be more environmentally friendly than ever,” Mr Chow added. “Obstacles will be made from recyclable materials, and we will use water stations instead of plastic water bottles to keep runners fresh and hydrated. Also, new digital and online elements will help us promote the event and raise mental health awareness in a carbon-friendly manner.”

Mr Y K Pang, GBS, JP, Deputy Chairman of MINDSET, said, “Over the years, the CENTRAL Rat Race has played an important role in raising mental health awareness, and the event’s generous donors have made a positive impact on the lives of thousands of patients in recovery and their families. We are honoured to be the beneficiary of this great event once again, and we look forward to seeing everyone turn out for what promises to be a fun, exciting day.”

Organiser Hongkong Land always strives to add exciting new elements to each CENTRAL Rat Race, and 2019 is no exception. Today, the Company introduced details about the Digital Cheese Challenge, where teams will be able to use their relay briefcases, equipped

with Near Field Communication cards, to gather “virtual cheese” from Mr Rat cardboard cut-outs as they run the Rat Race. Members of the community will also be able to play Mr Rat’s Cheese-venture, a specially designed online game where players can accumulate virtual cheese and then transfer it to their favourite Rat Race team. The team that collects the most cheese from both of these activities will be named the winner of the DigiCheese Cup.

Many of the Race’s eight legs will present exciting new challenges. Highlights include “Find Your Way”, where participants must collect a ball and navigate a giant maze along Chater Road before shooting the ball into a basket; “Crunch Time”, which requires teams to solve a mathematics problem; and “Step It Up”, where runners must strap on a pedometer and then jog in place to reach 300 steps as fast as they can.

In the run-up to the event, Hongkong Land will host an exhibition at The Rotunda, Exchange Square from today till 23<sup>rd</sup> June showcasing memorable moments from Races past. At the exhibition, visitors will also be able to try their hand at playing Mr Rat’s Cheese-venture. Once again, families will also be able to enjoy a range of game and activity booths on Race Day.

Carrying on its traditions of outreach and inclusivity, the CENTRAL Rat Race 2019 will continue to welcome members from across the community to participate in special categories. Children are invited to experience the joy of charity by taking part in the Junior Rat Race. The field has already been set for this year’s NGO Rat Race, which includes representatives from local non-governmental organisations and participating organisations.

Registration for the CENTRAL Rat Race requires a minimum contribution of HK\$60,000 per team of eight participants. Registration for the Big Rat Race – where individual senior executives run a shortened course – requires a minimum donation of HK\$20,000 per person. Children aged five to 10 years old may compete in the Junior Rat Race for a minimum donation of HK\$2,000. Spaces for all events are limited, and entrants will be enrolled on a first come, first served basis.

The CENTRAL Rat Race 2019 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchanges & Clearing Limited, J.P. Morgan, KPMG, Mayer Brown, Standard Chartered Bank, Happy Cow, Jardine Restaurant Group, Mannings, Maxim’s, Oliver’s The Delicatessen, Starbucks and Wise Kids.

Entry forms can be downloaded from the CENTRAL Rat Race website at <http://www.CENTRALratrace.com>, which also offers full details about the event. Interested parties may also visit the Race’s Facebook page at <http://www.facebook.com/CENTRALratrace>; and Instagram channel at <https://www.instagram.com/centralratrace> to stay updated on our exhilarating postings.

## Hongkong Land

Hongkong Land is a major listed property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore, Beijing and Jakarta. Its properties attract the world's foremost companies and luxury brands.

The Group's Central Hong Kong portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

## MINDSET

One in four people in the world will experience a mental health problem at some point in their lives. Mental health recovery is a life-long journey. It is about embracing self-determination and positivity in our lives. MINDSET's goal is to change people's attitudes to mental health sufferers by reducing stigma of mental illness by raising awareness about the prevalence of mental health disorders and the effectiveness of seeking help.

MINDSET is a registered charity in Hong Kong established by the Jardine Matheson Group in 2002 and supported by our Jardine Ambassadors made up of young executives from Group businesses, who lead the MINDSET programme.

[www.mindset.org.hk](http://www.mindset.org.hk)

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**Photo caption 1:**



The 14<sup>th</sup> edition of the CENTRAL Rat Race will return to Chater Road on Sunday, 13<sup>th</sup> October 2019. Officiating at the launch ceremony were (from left to right): Mr Rat; Mr Chan Hok-fung, MH, JP, Vice Chairman of the Central & Western District Council; Mr Y K Pang, GBS, JP, Deputy Chairman of MINDSET; Mr Raymond Chow, Executive Director of Hongkong Land; Mr C L Ho, Senior Advisor of Central Development Limited; and Mr Ronald Ho, Chairman of the CENTRAL Rat Race Committee.

**Photo caption 2:**



Mr Raymond Chow, Executive Director of Hongkong Land, and Mr Rat show off the new briefcase for this year's CENTRAL Rat Race. The briefcase, which will be passed between teammates as a baton during the Race, carries a built-in Near Field Communication card that can collect "digital cheese" for the newly added Digital Cheese Challenge.

**Photo caption 3:**



Mr Raymond Chow, Executive Director of Hongkong Land, and Mr Rat demonstrate how to earn points playing the new "Mr Rat's Cheese-venture Online Game". Supporters of Race participants can redeem points for pieces of virtual cheese, which can then be transferred to the teams of their choice to help teams win the new "DigiCheese Cup" on Race Day.