

## News Release

To: News / Business Editors

For immediate release

### **Hongkong Land announces details of CENTRAL Rat Race 2018**

*One of the city's most anticipated charity events returns to Chater Road on 26<sup>th</sup> August*

HONG KONG, 12<sup>th</sup> June 2018 – Hongkong Land today announced that the long-awaited CENTRAL Rat Race 2018 will take place on Chater Road on Sunday, 26<sup>th</sup> August. Inaugurated in 2006, the Race returns to deliver fast-paced action in the heart of the Central Business District, featuring creative, exciting challenges along with a host of fun activities for families and the wider community.

The CENTRAL Rat Race, one of Hong Kong's signature charity events, is a relay race themed on the corporate world. Teams of eight compete in the event's main category, the Rat Race, dressed in costumes and running shoes and passing a briefcase for a baton as they navigate a tricky course inspired by daily business life. Each of the eight legs presents an obstacle that team members must overcome in order to pass on the briefcase and get closer to the finish line.

Participants enter for more than a chance at competition and glory. The Race emphasises the importance of work-life balance, requiring physical fitness, mental agility and teamwork to conquer. Its cleverly plotted course runs through the heart of the Central Business District, showcasing the connectivity and Grade A commercial buildings that make CENTRAL one of the top places in the world. Most importantly, for the 13<sup>th</sup> consecutive year the CENTRAL Rat Race will be held to benefit MINDSET, a charity that supports mental health organisations and initiatives in Hong Kong and mainland China. Since its inaugural year, nearly 5,000 runners have participated in the Race, helping raise over HK\$30 million for MINDSET.

"The CENTRAL Rat Race attracts so many participants and fans because it's a unique, colourful, action-packed event that brings people together," said Mr Raymond Chow, Executive Director of Hongkong Land. "It advocates work-life balance in a fast-paced city, emphasises the importance of teamwork, and reminds us the importance of maintaining mental health and physical fitness in life."

Mr Ben Keswick, Chairman of MINDSET, said, "It is an honour for MINDSET to be selected once again as the beneficiary for this fantastic event. The CENTRAL Rat Race encourages people from across the community to come together in support of a meaningful cause. We are very grateful to have Hongkong Land's support to help spread the word on the importance of mental wellness."

- more -

This year, popular legs have been upgraded, in order to bring excitement to the event. Leg 7, "Steps to Success", requires participants to cross a rope bridge, testing their ability to stay steady under stress. Also, at Leg 8, "Take Charge", runners must navigate giant cheese obstacles while "driving" a cheese car.

Over the past few years, the CENTRAL Rat Race has also become known for its fun-filled, family-friendly activities held during the build-up to the big event. This year an exhibition will be held from 13<sup>th</sup> to 24<sup>th</sup> June at The Rotunda, Exchange Square, during which members of the public can attempt a virtual version of Leg 6 of the Race, "Keep Your Composure", wearing VR goggles to simulate crossing a single-plank bridge while avoiding moving obstacles. Kids and their families will also be able to colour drawings of Mr Rat and Junior Rat, and then use an AR app to turn the drawings into virtual 3D images. In July, children will have the chance to apply STEAM education during workshops where they can assemble cheese cars of their own, use computer programming to make them light up, and then colour and decorate their vehicles with 3D pens.

Registration for the Rat Race requires a minimum contribution of HK\$60,000 per team of eight participants. Teams will be enrolled on a first come, first served basis. Registration for the Big Rat Race – where individual senior executives run an abbreviated course – requires a minimum donation of HK\$20,000 per person. Entries for this event are also limited. Children aged five to 10 years old are eligible to compete in the Junior Rat Race for a minimum donation of HK\$2,000 per child.

This year's NGO Rat Race, which requires the collaboration of two NGO representatives per team, will include participants from Baptist Oi Kwan Social Service, Caritas Wellness Link (Tsuen Wan), Castle Peak Hospital, Kwai Chung Hospital, Mental Health Association of Hong Kong Amity Place (Kwun Tong North), New Life Psychiatric Rehabilitation Association and Richmond Fellowship of Hong Kong.

The CENTRAL Rat Race 2018 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 JSM, Wise Kids, Mannings, Maxim's Group, Pizza Hut, Starbucks and Oliver's The Delicatessen.

Entry forms can be downloaded from the CENTRAL Rat Race website (<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>.

## Hongkong Land

Hongkong Land is a listed leading 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 and Beijing. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central 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

MINDSET's goal is to make a difference in the area of mental health. It aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organisations in need of help. MINDSET is a registered charity in Hong Kong established by the Jardine Matheson Group in 2002 and led by the Jardine Ambassadors, a group of young executive volunteers from Jardines.

MINDSET's current initiatives are focused on the following areas:

- **Education and Prevention** – to raise awareness of mental health issues among young people through the in-school 'Health in Mind' programme, co-organised with the Hospital Authority. The programme currently covers 27 secondary schools;
- **Reintegration** – to promote reintegration of people in recovery through a job training programme within Jardine Matheson Group companies to enhance their work skills and facilitate their transition in seeking long-term employment, as well as taking an active role in their participation of events where the individuals' talent and expression can be encouraged through activities such as talent shows and volunteering;
- **Community Awareness and Fund Raising** – to promote community awareness of mental health related issues, and to raise funds with the aim of providing direct support services for the mentally ill, their carers and their families;

- **Promotion at Group Companies** – to enhance awareness about MINDSET and mental health within the Group companies through social media and workshops; and
- **Financial Support** – to provide funding support to mental health projects that benefit individuals who suffer from a mental illness, their carers and their families; examples include the “MINDSET College”, which serves as an educational platform providing recovery-focused training and courses on mental health and self-management through the ‘co-production’ approach; ‘MINDSET Expression’ art project which allows the people recovering from mental illness to express themselves through different themed art activities; and the setting up of a home called MINDSET Place for people with chronic mental illness to assist them in reintegrating into society.

Beneficiaries of volunteer work and financial support provided by MINDSET include a range of NGOs and Government agencies that are active in the mental health sector.

- end -

For further information, please contact:

Hongkong Land

Jennifer Lam +852 2842 8222

[jennifer.lam@hkland.com](mailto:jennifer.lam@hkland.com)

TA Communications Limited

Yannie Yiu +852 2813 2170

[yannie.yiu@tacomunications.com.hk](mailto:yannie.yiu@tacomunications.com.hk)

Karen Chow +852 2813 2172

[karen.chow@tacomunications.com.hk](mailto:karen.chow@tacomunications.com.hk)

**Photo caption 1:**



The 13<sup>th</sup> CENTRAL Rat Race will take place on Chater Road on Sunday, 26<sup>th</sup> August 2018. Officiating at the ceremony were (from left to right): Mr Rat; Mr Ronald Ho, Co-Chairman of the CENTRAL Rat Race Committee; Mr Jeremy Parr, Executive Committee Member of MINDSET; Mr Yip Wing-shing, BBS, MH, JP, Chairman of the Central & Western District Council; Mr Ben Keswick, Chairman of MINDSET; Mr Raymond Chow, Executive Director of Hongkong Land; Mr Chan Hok-fung, MH, JP, Vice Chairman of the Central & Western District Council; Mr C L Ho, Assistant General Manager of Central Development Limited; and Mr Daniel Kwok, Co-Chairman of the CENTRAL Rat Race Committee.



**Photo caption 2:**



Mr Raymond Chow, Executive Director of Hongkong Land, and Mr Rat celebrate the announcement of the 2018 CENTRAL Rat Race by taking a cheese car for a ride.

**Photo caption 3:**



Mr Raymond Chow, Executive Director of Hongkong Land, shows how to conquer the VR mock-up of Leg 6, "Keep Your Composure", where runners have to avoid moving obstacles while crossing a single-plank bridge.