

## Feature Story

# Running Together, Connecting Communities

At Kerry Properties, we are committed to promoting wellness and strengthening community connections through a wide range of events and initiatives. As the title sponsor of KERRY HONG KONG STREETATHON for the second consecutive year, we proudly support this citywide running event to promote physical well-being and advocate for the UNSDGs.

In 2024, it brought together nearly 20,000 runners, including over 800 of our colleagues and invited guests from Hong Kong and the Mainland. Prior to the event, we hosted month-long training sessions led by professional coaches to help our colleagues prepare for the run.

We strive to make a positive impact on the communities by supporting this citywide running event. To assess its impact, we engaged an independent consultant to conduct a SIA among participants on-site on the event day, focusing on four key areas: health and well-being, corporate image, event sustainability, and social connectedness.

## Independent SIA for KERRY HONG KONG STREETATHON 2024



91%

Participants were satisfied with the event

93%

Participants agreed the event promoted physical health

86%

Participants agreed the event fostered social connectedness

91%

Participants said they would recommend the event to friends and family

Watch the Video



Nearly 20,000 runners participated in KERRY HONG KONG STREETATHON 2024

## KERRY HONG KONG STREETATHON 2024



**1,599** Runners  
from 26 charitable  
organisations



**645** Teachers  
and students  
from 50 schools

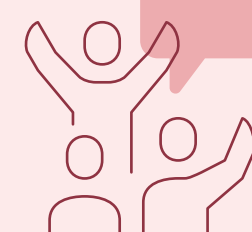


**100+**  
Visually impaired  
runners

## Feedback from participants

“This event was incredibly supportive and beneficial to the participants. I would love to see the company organise more similar activities in the future.”

“I enjoyed the running classes, which better prepared us for the STREETATHON and allowed us to get to know colleagues from different departments.”



## Run Well Carnival

### Bringing Communities Together through World's Largest Treadmill

Run Well Carnival, a lead-in event for KERRY HONG KONG STREETATHON 2024 at Hong Kong MegaBox, featured the Asian debut of the world's largest 11.7-metre treadmill, previously showcased at major world marathons.

During the two-week carnival, participants of all abilities were invited to take on a two-minute speed challenge on the treadmill. The experience ranged from seasoned marathoners attempting to match world record speeds to casual runners and shoppers of all fitness levels. Various community groups, including office tenants, school children, teenagers and NGOs, were also invited to take part in trial runs.

### Sports-Meet-Arts Community Experience

Additionally, in partnership with WestK, the Carnival's Performing Arts Partner, and as a prelude to our support for the WestK Street Performance Scheme under a two-year collaboration starting in 2025, nearly 20 street performances by young talents were showcased during the Carnival, creating a dynamic and enriching sports-meet-arts experience for the community.



Run Well Carnival at Hong Kong MegaBox