



A celebration of cycling: The Sun Hung Kai Properties Hong Kong Cyclothon 新鴻基地產香港單車節 全城投入單車盛事



(Front Row, left to right) Dane Cheng, Executive Director of the HKT&B; Christopher Kwok, Group Executive Director; Adam Kwok, Group Executive Director; Cai Jianxiang, Director of the Guangdong Provincial Social Sports, Sports Training and Competition Centre; Cheuk Wing-hing, Deputy Chief Secretary for Administration; Dr Pang Yiu-kai, Chairman of the HKT&B; Raistlin Lau Chun, Acting Secretary for Culture, Sports and Tourism; Vivian Sum Fong-kwang, Permanent Secretary for Culture, Sports and Tourism; Angelina Cheung Fung Wing-ping, Commissioner for Tourism and Joyce Tam, Chairman of Product and Event Committee of the HKT&B, join the group photo with (back) the winners of the City Cycling Challenge around the Greater Bay Area (Hong Kong) – the SHKP Men's Open

(前排由左至右)：旅發局總幹事程鼎一、集團執行董事郭基泓、集團執行董事郭基輝、廣東省社會體育和訓練競賽中心主任蔡建祥、政務司副司長卓永興、旅發局主席彭耀佳博士、署理文化體育及旅遊局局長劉震、文化體育及旅遊局常任秘書長沈鳳君、旅遊事務專員張馮泳萍及旅發局產品及活動委員會主席譚載怡，與「環粵港澳大灣區城市自行車挑戰賽(香港站)新鴻基地產公開組」男子組優勝者(後排)合影

This year's Sun Hung Kai Properties Hong Kong Cyclothon concluded successfully in October, bringing together nearly 6,000 passionate cycling enthusiasts for a spectacular day of sport and charity.

Embodying the spirit of Sports for Charity, the funds raised during the event — alongside contributions from the Group — will be donated to The Community Chest of Hong Kong to support those in need. This year's Cyclothon offered a thrilling array of six cycling experiences and races, including the challenging 50km and 32km rides as well as the City Cycling Challenge around the Greater Bay Area (Hong Kong) — the SHKP Men's and Women's Opens. A highlight of the event was the participation of four-time Tour de France champion Chris Froome in the 50km ride and the CEO Charity and Celebrity Ride.

Group Executive Director Adam Kwok said, "SHKP is proud to be the title and charity sponsor of the Hong Kong Cyclothon for the seventh time. A fantastic showcase to the world of Hong Kong's vibrant culture and beauty, this event welcomed Chris Froome and a sports carnival



The children are having a great time playing on their balance bikes with Group Executive Director Adam Kwok and Chris Froome at GO PARK Sai Sha
集團執行董事郭基輝與Chris Froome，在西沙 GO PARK與小朋友大玩平衡車

held for the first time by the Hong Kong Tourism Board (HKT&B) in the West Kowloon Cultural District for both residents and tourists to experience the joy of sports."

The day before the Cyclothon, Froome met with local young cyclists at GO PARK Sai Sha — the Group's new integrated landmark near Ma On Shan — and was full of praise for the stunning views of the surroundings as well as the diverse sports facilities available there.

今年的「新鴻基地產香港單車節」在10月圓滿舉行，吸引約6,000名單車迷參加這項結合運動及慈善元素的盛事。

貫徹新地「運動行善」的精神，單車節所籌得的善款將連同集團額外捐款，全數撥捐予香港公益金，幫助社會上有需要人士。今年單車節共設六項單車體驗活動及比賽，其中包括「50公里組」和「32公里組」兩個非競賽項目，以及環粵港澳大灣區城市自行車挑戰賽(香港站)——新鴻基地產男女子公開組賽事。今屆單車節更邀請到四屆環法單車賽冠軍得主Chris Froome參與「50公里組」及「總裁慈善及名人單車遊」，令活動倍受矚目。

集團執行董事郭基輝表示：「新地很榮幸連續第七屆冠名及慈善贊助香港單車節，藉著這全港最大型的單車運動盛事，向世界展現香港迷人的景致和活力。本屆單車節除邀請到Chris Froome親身參與騎行，香港旅遊發展局更首次在西九文化區舉辦單車節嘉年華，讓市民和遊客能一同參與這項盛事，體驗運動的樂趣。」



此外，集團於單車節前夕，邀請Froome與數十位本地年輕車手在集團旗下鄰近馬鞍山的新綜合地標西沙GO PARK見面交流。他更對GO PARK周邊的怡人景色及其提供的多元化運動設施讚不絕口。