



News Release

To: Editors

For immediate release

CENTRAL Rat Race Announces the Winners for Junior Rat Costume Design Competition

More than 400 children get creative designing new outfits for Junior Rat as signature charity race continues its 10th anniversary celebrations

HONG KONG, 4th August 2015 – Hongkong Land today announced the 10 winners of its Junior Rat Costume Design Competition. Open to children aged five to 10, the Competition is one of the community events being held this year to celebrate the 10th anniversary of the CENTRAL Rat Race.

The design competition, held in partnership with leading children’s magazine Yellow Bus, received an incredibly positive response with over 400 children submitting their designs. “We are very pleased and impressed with the creative work of the children,” said Mr Raymond Chow, Executive Director of Hongkong Land. “These costumes were designed with inspiration and originality, and they demonstrate the celebratory spirit of the 10th anniversary of the CENTRAL Rat Race. Congratulations to our competition winners and to everyone who participated.”

The 10 talented winners of the Junior Rat Costume Design Competition are (listed in alphabetical order by last name):

- Chan Pak-hei
- Ho Ka-chun
- Bernice Lee Kam-tung
- Audrey Lee Tsoi-yiu
- Farnell Lu
- Keira Luk
- Ma Xin-yi
- Tse Cheuk-nok
- Marie Wong Ka-ki
- Deirdre Yam Ho-ching

The 10 winning costume designs are being featured on 3D Junior Rat models and showcased at Hongkong Land’s properties throughout CENTRAL for the public to appreciate from today through 25th October 2015.

The CENTRAL Rat Race is one of Hongkong Land’s most important community events. Mr Chow added, “As we celebrate the CENTRAL Rat Race’s 10th anniversary this year, we’re also celebrating 10 years of fun, promoting the importance of physical and mental fitness, and giving back to the community. We want to get everyone involved – especially the next generation. It’s an event where the whole family, adults and children can do something exciting and creative for a great cause.”

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Since its debut in 2006, the CENTRAL Rat Race has become one of the most anticipated charity events in Hong Kong. The Race symbolises the various challenges one faces in the corporate world in a fun and exciting way, requiring participants to navigate themed obstacles as they dash through the heart of CENTRAL. It raises funds and awareness for MINDSET, a registered charitable organisation that supports mental health initiatives in Hong Kong and mainland China.

This year's event will comprise four main categories: the team Rat Race, individual Big Rat Race, NGO Rat Race, and Junior Rat Race for children aged five to 10. Children aged 12 or below may also dress up in creative costumes to compete for the "Best Dressed Junior Rat Award". Children and families may also enjoy game booths and other exciting activities on Race Day.

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 almost 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. 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, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of residential and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. 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 as its primary listing, 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.

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About 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. Since 2002, the programme has reached over 100,000 students, teachers and parents, and currently covers 31 secondary schools;
- **Reintegration** – to support effective reintegration services to mental health hospitals and agencies through patient support activities, together with the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;
- **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 donations to a three-year pilot project to provide training and employment for rehabilitated individuals to help others who are suffering from mental illness; and the setting up of a home called MINDSET Place for people with chronic mental illness to assist them in reintegrating into society; and
- **Community Awareness and Fund Raising** – to promote community awareness of mental health related issues through activities, and to raise funds with the aim of providing direct support services for the mentally ill, their carers and their families.

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.

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Photo Caption 1:



CENTRAL Rat Race announces the winners for Junior Rat Costume Design Competition.

(From left to right) Mr Rat; Ms Helena Hui, Editor-in-Chief of Yellow Bus EMAG; Competition Winners: Deirdre Yam Ho-ching; Marie Wong Ka-ki; Farnell Lu; Audrey Lee Tsoi-yiu; Bernice Lee Kam-tung; Chan Pak-hei and Tse Cheuk-nok; and Mr Ronald Ho, Co-Chairman of CENTRAL Rat Race Committee.



Photo Caption 2:



The Junior Rat Costume Design Competition attracted more than 400 entries from enthusiastic children across Hong Kong. Here the delighted winners receive prizes for their creative costume designs.