

## News Release

To: News / Business Editors

For immediate release

### **12<sup>th</sup> CENTRAL Rat Race Set to Take Over the CBD for Charity**

*Businesses and members of the community are invited to support mental health initiatives by participating in exhilarating race events and family activities*

HONG KONG, 13<sup>th</sup> June 2017 – Get ready for fast-paced fun in the heart of Hong Kong, as the CENTRAL Rat Race 2017 is coming soon with new twists and turns. Organiser Hongkong Land today announced that this much-anticipated charity event will take place on Chater Road on Sunday, 15<sup>th</sup> October 2017, turning the Central Business District into a festival of entertainment that will include thrilling races and activities for all.

Now entering its 12<sup>th</sup> year, the CENTRAL Rat Race has become a can't-miss date on the community calendar. Teams gear up for this eight-leg, relay-style event in colourful costumes before taking off through the streets of CENTRAL, conquering obstacles themed on life in the corporate world. The CENTRAL Rat Race emphasises teamwork, physical and mental agility, and work-life balance. It also promotes CENTRAL as one of the best, most efficient places in the world to do business. Best of all, it raises funds and awareness for MINDSET, a charity that supports mental health initiatives in Hong Kong and mainland China.

"The CENTRAL Rat Race is one of Hongkong Land's most important charity events because of how it brings the city together," said Mr Raymond Chow, Executive Director of Hongkong Land. "The Race promotes collaboration, fitness and fun, and it has become especially popular among the business community as a valuable team-building experience. This year, we want to attract more participants than ever to raise funds for a good cause. By hosting events such as the Junior Rat Race and other family-friendly activities, we are expanding the Race's appeal and helping nurture a strong sense of community spirit."

Mr Ben Keswick, Chairman of MINDSET, said, "We are delighted that MINDSET will continue to be the beneficiary of this event. Over the years, the CENTRAL Rat Race has become a valuable platform communicating the importance of mental health, and we look forward to being able to help even more people and families coping with mental illness across Hong Kong and mainland China."

This year's CENTRAL Rat Race features new challenges that will test Rat Racers like never before. They include Leg 2, "Through the Wringer", where a giant wringer symbolises the gruelling trials executives must often overcome; Leg 4, "Patch It Up", where runners have to back up their teammates by patching a broken wok;

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and Leg 6, "Keep Your Composure", where participants must stay calm to simulate navigating a tough business environment by avoiding moving obstacles as they cross a single-plank bridge.

To ensure that the CENTRAL Rat Race 2017 is the best and biggest yet, Hongkong Land is once again holding a series of fun-filled events for the public. During the summer holidays, children aged five to 10 and their families can take part in workshops exploring the latest in augmented reality (AR) and virtual reality (VR) technologies. Participants will be able to colour drawings of Race mascots Mr Rat and Junior Rat, and then use an AR application available on their mobile devices to turn the drawings into virtual 3D images. Workshop participants can also learn how to make their own VR goggles to enjoy this new technology.

The Rotunda, Exchange Square is currently hosting an exhibition of memorable moments from past CENTRAL Rat Races through 22<sup>nd</sup> June, public can enjoy a preview of the Race excitement.

Registration for the Rat Race requires a minimum contribution of HK\$60,000 per team of eight participants. A maximum of 60 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\$1,000 per child.

Groups participating in this year's NGO Rat Race – which requires the collaboration of two NGO representatives per team – include 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 2017 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>.

## About 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 high quality 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, 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.

## 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. The programme currently covers 30 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 sports days, 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 e-newsletter, social media outlet 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 Expression' art project which allow 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.

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**Photo caption 1:**



The 12<sup>th</sup> CENTRAL Rat Race will take place on Chater Road on Sunday, 15<sup>th</sup> October 2017. Officiating at the launch ceremony were (from left to right): Mr Rat; Mr Ronald Ho, Co-Chairman of CENTRAL Rat Race Committee; Mr Chan Hok-fung, MH, Vice Chairman of the Central & Western District Council; Ms Esther Wong, Executive Director of MINDSET; Mr Raymond Chow, Executive Director of Hongkong Land 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 show how to conquer Leg 4, "Patch It Up", where runners have to come to the aid of their teammates by patching a broken wok.

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**Photo caption 3:**



Mr Raymond Chow, Executive Director of Hongkong Land, and Mr Rat decked in a new stylish costume working out and getting ready for the Race Day.