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Press Release

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To : News / Photo / Sports Editor

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Walk Up Jardine House 2018 Creating Support for Mental Health

HONG KONG - 24th January 2018 - Walk Up Jardine House, the annual fund raising event for the Jardine Matheson Group's in-house charity MINDSET, will take place on Sunday 18th March 2018.

Corporate teams and individuals can now sign up to demonstrate their endurance and commitment to a good cause in the annual race up 49 floors to reach the Penthouse of Jardine House. The funds raised will be used to enhance public awareness of mental health issues and provide practical support for people suffering or recovering from mental illnesses.

Interested teams and individuals can visit www.walkupjardinehouse.com to register for the races.

This year's Walk Up Jardine House will feature a brand new race in which friends in recovery from non-governmental organizations will be invited to participate fully in the event by taking part in a friendly competition.

In addition, people from all ages are welcome to bring along their families and friends to enjoy fun activities and entertainment that revolve around this year's theme, 'Colour Up Our Lives'. The activities the whole family will love will include a virtual reality experience, stage performances by friends in recovery, fun props for photo taking, face painting, DIY craft making, quizzes with attractive prizes and refreshments.

Everyone is also invited to enter the Fancy Dress Competition by donning costumes that represent this year's theme. And the event will not be fully-complete if one does not join the Mass Walk to reach the top of Jardine House for the closing pizza lunch.

Programme Rundown

Time

Races	8:00 am – 11:00 am
Ceremony and Awards Presentation	11:00 am – 12:15 pm
Mass Walk to the Top of Jardine House	12:15 pm – 1:00 pm

To find out more about Walk Up Jardine House, visit www.walkupjardinehouse.com.

About MINDSET / Walk Up Jardine House

Walk Up Jardine House is organized by the Jardine Ambassadors. Since 2002, this annual charitable event has been raising funds for MINDSET, the Jardine Matheson Group's philanthropic initiative that 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 organizations in need of help in the area of mental health. The funds raised from the event will be donated to the promotion of mental health in the community with the aim of reducing the stigma associated with people suffering from mental illness.

For further information, please contact:

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Photo 1:



Participants ran up to the top of Jardine House in support of MINDSET in 2017 Walk Up Jardine House. The event is the annual fundraising initiative for the Jardine Matheson Group's charity that focuses on mental health.

Photo 2:



Children had their faces painted in colourful patterns in Walk Up Jardine House 2017.