



**FOR IMMEDIATE RELEASE**

## **CENTRAL Rat Race 2008 a Runaway Success**

*Third annual event attracts 400 participants, raises HK\$2.38 million for mental health*

HONG KONG, 19<sup>th</sup> October 2008 – The third annual CENTRAL Rat Race 2008 was held today in the middle of Hong Kong’s Central Business District, sending hundreds of participants scurrying down major thoroughfares and through prominent office buildings in a quest to finish at the front of the figurative pack. By the time the dust had cleared, 46 teams and about 400 of entrants from some of the territory’s leading local, regional and multinational companies had participated in the Race, helping raise HK\$2.38 million for MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and Mainland China.

Winning the Rat Race Cup was the team from Jardine Engineering Corporation. Individual winners were Mr Alex Newbigging of Jardine Engineering Corporation, who took home the Big Rat Cup for senior executives from participating companies, and Mr Craig Dally of Linklaters, who won the Iron Rat Race in a contest pitting individual participants.

The CENTRAL Rat Race is a fun, fast-paced relay race covering some 2.5km through the middle of Hong Kong’s Central Business District. Themed on the trials and tribulations of modern corporate life, the Rat Race requires competitors to call on their ambition and skill to navigate the course and finish first. Corporate teams and individuals dressed in business attire and running shoes must race around CENTRAL, passing a briefcase as a baton to represent to participants the importance of staying fit and healthy on their way to the top.

Spectators were treated to a morning of entertainment as the participants made their way through Rat Race-themed obstacles such as “Job Maze” and “Corporate Ladder”, as well as new elements like the new Leg 4, “Shoe Shining”, which required them to buff a giant shoe.

“This has fast become one of the most anticipated charity events of the year in Hong Kong”, said Mr Y K Pang, Chief Executive, Hongkong Land. “Each year the CENTRAL



Rat Race’s unique combination of business, community, teamwork, exercise and fun attracts dozens of teams and hundreds of individuals who provide their support and boundless enthusiasm. The Race is also unique because of its setting, with a world-class property portfolio and innovative network of pedestrian walkways and escalators that is put to good use throughout the fun-filled 2.5km course.”

Mr Anthony Nightingale, Chairman of MINDSET, said, “The CENTRAL Rat Race has done much over the years to raise awareness of, and provide support for, the mental health sector. MINDSET is deeply grateful for the efforts and generosity of all this year’s participants.”

There were a number of other awards to be won this year. The “Rat Gang Award” for the team with the best costume went to Hong Kong Exchanges and Clearing Limited (HKEx), while Mr Li Ka Chung of Mandarin Oriental Hong Kong/The Landmark Mandarin Oriental won the “Fancy Rat Award” for the best-dressed individual participant. The winner of the Best Dressed NGO Cheering Team Award was won by Fu Hong Society. Gammon Construction Limited won the “Fat Rat Award” for raising the most funds, and Ms Rosemarie Kriesel of The Bank of New York Mellon took home the “Best Team Captain” award for being the best team coordinator.

Other awards based on race performance were the “Top Five Speedy Rats Award” for top five fastest teams, going to Jardine Engineering Corporation, Jardine OneSolution (HK) Limited, Pizza Hut Hong Kong Management Limited, The Dairy Farm Company Ltd and m.a.x. concepts. Best Team Spirit Award went to Linklaters.

To participate in the Race, each team made a donation of HK\$50,000 to MINDSET for the Rat Race, with an additional HK\$10,000 required for the Big Rat Race. The minimum donation for entry into the Iron Rat Race was HK\$1,000 per individual.

The CENTRAL Rat Race 2008 was supported by the Central & Western District Council, South China Morning Post, TVB Pearl, Mannings and Starbucks. Leg partners included Fortis, Hong Kong Exchange, J.P. Morgan, Linklaters and UBS.

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**About Hongkong Land**

Hongkong Land is one of Asia's leading property investment, management and development groups. Founded in Hong Kong in 1889, the Group has business interests across the region. Hongkong Land's business is built on partnership, integrity and excellence.

In Hong Kong, the Group owns and manages some five million sq. ft of prime commercial space that defines the heart of the Central Business District. In Singapore, it is helping to create the city-state's new Central Business District with the expansion of its joint venture portfolio of new developments. Hongkong Land's properties in these and other Asian centres are recognised as market leaders and house the world's foremost financial, business and luxury retail names.

Hongkong Land also develops premium residential properties in a number of cities in the region, not least in Singapore where its 77%-owned listed affiliate, MCL Land, is a significant developer.

Hongkong Land Holdings Limited is incorporated in Bermuda. Its primary listing is in London, and its shares are also listed 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 in 2002 by the Jardine Matheson Group 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 32,000 students, teachers and parents, and currently covers 14 secondary schools;
- Reintegration – to support effective reintegration services to mental health hospitals and agencies through patient support activities, and the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;
- Financial Support – to fund direct support services for the mentally ill, their carers and their families; examples include donations to four NGOs for expanding and enhancing their services provided under the Community Mental Health Link programme; and support for a post-disaster counseling and training programme for mainland Chinese professionals in the aftermath of the Sichuan earthquake to respond to the psycho-social needs of the survivors;
- Community Awareness – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of MINDSET include:

- Baptist Oi Kwan Social Service
- Boys' and Girls' Clubs Association of Hong Kong
- Caritas Jockey Club Lai King Rehabilitation Centre
- Castle Peak Hospital
- Christian Family Service Centre
- Christian Oi Hip Fellowship Ltd
- Fu Hong Society (through Operation Santa Claus)
- Guangdong YangAi Special Children Parent Club
- Heep Hong Society
- Hong Chi Association
- Hong Kong Children and Youth Services
- Hong Kong Down Syndrome Association (through Operation Santa Claus)
- Hong Kong Family Welfare Society
- Hong Kong Polytechnic University – Department of Applied Social Sciences
- Hong Kong Special Olympics
- Hospital Authority
- Kwai Chung Hospital
- New Life Psychiatric Rehabilitation Association
- Richmond Fellowship of Hong Kong
- St. James' Settlement
- The Community Chest of Hong Kong (funds designated to mental health area)
- The Mental Health Association of Hong Kong
- The Phoenix Clubhouse
- The Salvation Army
- World Federation of Mental Health

CENTRAL  
**RAT RACE**  
鼠戰中環

Photo Captions:



The “Rats” are let loose!



“Rat Race” runners finished the race in flying colours.



“Iron Rat” runner dashed towards the finish line!



“Big Rats” scurried neck-to-neck for cheers!



CENTRAL Rat Race 2008 successfully raised HK\$2.38 million for MINDSET. **Mr Y K Pang** (left), Chief Executive of Hongkong Land, presented the cheque to **Mr Anthony Nightingale** (middle), Chairman of MINDSET.



Fu Hong Society was awarded with “The Best Dressed NGO Cheering Team Award”.