

RUN for HOPE 2024

RUN FOR CHARITY

Transform with Every Step

Alliance - Challenge
20,000km



EVENT APP:



IOS



ANDROID

Beneficiary



保良局
PO LEUNG KUK

RUN for Transformation

Run for charity, transform yourself mentally and physically, and change the lives of vulnerable groups.

Final Donation Amount
= \$4 X Total km achieved

PARTICIPATION TYPES



Run (Team or Individual)

- Form a team of <= 4 people or join individually and run at least 3km each time*
- Record your result by apps or e-devices
- Log-in to the event app to submit your result with screenshot and photos



Walk

- Join the walk as an individual to walk at least 3km each time*
- Record your result by apps or e-devices
- Log-in to the event app to submit your result with screenshot and photos

*Accumulation of total daily walking distance is not acceptable

RUN Online

A fully digitalised online run event with designated event app :

- To design your own avatar
- To submit run and walk results, upload photos
- To check your result and the real time runner ranking

7 EVENT TROPHIES

- 2 Individual Men's Trophies (Internal & Open)
- 2 Individual Women's Trophies (Internal & Open)
- 2 Team Trophies (Internal & Open)
- 1 Department Trophy (Internal only) #

Participants from Alliance will be allocated into 3 teams :

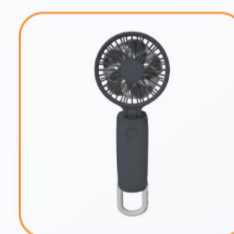
- Head Office Support Teams: Executives, F&A, HR, ESG, IT
- Concrete Division : Sales, Operation, CSC
- Aggregates Division: Quarry, Logistics, E&M

The department that achieves the highest average distance of runs and walks per person wins.

RUN for Fun

WEEKLY PHOTO COMPETITION

- A new weekly photo competition open to all
- Upload run/walk photos to compete for the Weekly Best Photo
- Photo with the most Likes each week will win a special gift (12 weeks in total)



PROMOTE THE "CITY OF NATURE"

Introduce the 8 most popular running and hiking trails in Hong Kong in the app to promote Hong Kong as a "City of Nature"

RUN TEE AND CAP

After registration on the event app, runners can collect their event tee and cap at Alliance office.



A joint venture company between and Heidelberg Materials

1 Oct – 31 Dec 2024 GET SET, GO!

Gold Sponsors



Edwin Lai International Limited



Bronze Sponsor

