



MEDIA RELEASE

Wellcome supports the World Cancer Research Fund Hong Kong for the 8th “Beat the Banana!” Charity Run 2013

Launches first ever “WCRF HK - Wellcome 1km Kids Banana Run” to promote the importance of healthy diet and sports among young children

Invites nominations to vote for the first ever Banana Kid

Hong Kong, 18 December 2012 – Wellcome Hong Kong today announced its partnership with the World Cancer Research Fund Hong Kong (WCRF HK) to sponsor the 8th “Beat the Banana!” Charity Run 2013, which will be held at the Tsim Sha Tsui, East Promenade on Sunday, 17 March 2013.

This is the second consecutive year for Wellcome being the major sponsor to this charitable event to partner with WCRF HK for the “Beat the Banana!” Charity Run which helps raise funds for cancer prevention research and education programmes. The event also helps promote the importance of physical activity and a healthy diet in reducing the risk of cancer in a fun and light-hearted way.

Beat the Banana! Charity Run

The “Beat the Banana!” Charity Run is a family and fun run where participants chase a life-sized banana known as the “Banana Man” with the aim of beating it across the finish line. The Banana Man for this year’s run is the champion from last year’s run. Contestants can choose between 3km Fun Run which is for everyone and the 6km Elite Race which is applicable for those aged 18 years or above.

What’s new this time!

This year, in addition to the 3km Fun Run and the 6km Elite Race, the event sees the launch of a new children’s race, with Wellcome as the title sponsor – the “WCRF HK - Wellcome 1km Kids Banana Run”, an endeavour by Wellcome to promote the importance of healthy diet and sports among young children. Kids under 8 years old will have fun chasing the first ever Banana Kid, dressed as a life-sized banana.

Vote for the Banana Kid!

Parents can nominate their children as the Banana Kid by getting their child to write a short paragraph with no more than 200 words in English or Chinese explaining why they would be the “Banana Kid” to outrun. Their message has to be fun and creative, and carry a health message. The shortlisted nominations will be posted for public voting from 25 January – 25 February 2013. The lucky winner will lead the pack at the 1km Kids Banana Run wearing a life-sized banana costume.

Be the “Banana Kid” Event Calendar	Important Dates
“Banana Kid” nomination	From Now until 11 January 2013
Public Voting	From 25 January until 25 February 2013
Result Announcement	1 March 2013



What do the winners get?

The winner of the 6km Elite Race gets to represent Hong Kong at the WCRF UK “Beat the Banana!” Charity Run in London. The winner of 3km Fun Run will take home a trophy and Wellcome vouchers of HK\$3,000, and the 1km Kids Banana Run winner wins a trophy, a certificate and up to one year of free banana consumption sponsored by Wellcome.

Ms. Julie Chiu, Sales and Marketing Director of Wellcome said, “We are delighted to partner with the World Cancer Research Fund Hong Kong yet again for the ‘Beat the Banana!’ Charity Run this year. It is a cause for a benefit that impacts the society at large. When a social message is communicated in a fun and engaging way, the impact is always deeper and more meaningful. We saw great energy and enthusiasm in the participation from the Hong Kong people in the last Run and we hope that it continues this year too.”

Speaking of the 1km Kids Banana Run, Ms. Chiu said, “Eating fruits is a healthy habit which most children don’t follow regularly. Children can be a catalyst for change and habits inculcated in the early years can go a long way. Through the 1km Kids Banana Run, we want to engage with children early on and get them more involved in healthy eating and outdoor activities which are critical to overall development. We hope to see children participate enthusiastically in this race which is especially for them.”

Ms. Ady Leung, General Manager of WCRF HK said building a healthy lifestyle can be fun. She pointed out that there is a rising trend of overweight and obesity, and the growing numbers of new cancer cases we see every year in Hong Kong – up by nearly a quarter in the past decade. “We are glad to partner with Wellcome again in promoting to the community the importance of regular physical activity. Wellcome is demonstrating good corporate social responsibility not only by sponsoring this charitable event, but also help bringing the more serious health messages underlying this fun event to a wider public through its store network. We see this as a good demonstration of a perfect tripartite partnership amongst corporations, NGOs and the public.”

More information on Beat the Banana! Charity Run 2013 and “Banana Kid” nominations are available at www.wcrf-hk.org.

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About Wellcome

Founded in 1945, Wellcome is Hong Kong’s largest and longest established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 8,000, Wellcome’s network of over 270 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly service. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.wellcome.com.hk> for more details.



About WCRF HK

World Cancer Research Fund Hong Kong (WCRF HK) raises awareness that cancer is largely preventable and helps people make choices to reduce their chances of developing the disease. WCRF HK is a member of the WCRF global network of charities, which has been established for more than 30 years, and is dedicated to funding high quality research into cancer prevention and interpreting the global evidence in order to educate and empower individuals to make their life choices in an informed way. Research funded by our network shows that about 1/3 of the most common cancers can be prevented by adopting a healthy diet, maintaining regular physical activity and weight management. WCRF HK is honoured to be part of the Cancer Expert Working Group of the HK Department of Health. For more information about WCRF HK, visit our website at www.wcrf-hk.org

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