



PRESS RELEASE

**The second consecutive year for Wellcome to sponsor the ‘Beat the Banana!’
Charity Run
Wellcome donated HKD 1 million to support the event**

*A fantastic turnout of over 1600 participants running to promote the importance of regular
exercise and healthy diet*

Hong Kong, 17 March 2013 – Wellcome is committed to corporate social responsibility so as to contribute to our society. This is the second consecutive year for Wellcome to sponsor the 8th “Beat the Banana!” Charity Run, which is organized by the World Cancer Research Fund Hong Kong (WCRF HK). The run was held on 17th March 2013 at the Tsim Sha Tsui East Promenade. The turnout of the event was fantastic and record-breaking with over 1600 participants joining the race. Wellcome even donated HKD 1 million to support cancer prevention research and education programmes.

Wellcome is always keen on supporting community activities. This year, the number of participating staff and their family members increased from 40 to over 140. Participants had an enjoyable morning with family members and promoted healthy messages at the same time. In addition to joining the race, many staff volunteered to assist the smooth running of the event.

A new children’s race “WCRF HK - Wellcome 1km Kids Banana Run” was launched this year for kids age 8 or below. The Banana Kid was nominated through public voting and received the highest number of “Likes” on WCRF HK’s Facebook page. Wellcome matched every Facebook ‘Like’ with a HKD 2 donation to the WCRF HK.

“This is the second consecutive year for Wellcome being the major sponsor to this charitable event. We are so excited that the run is getting bigger and better! Through this run, Wellcome wants to promote the importance of regular physical activity and healthy diet, as well as to encourage interaction between parents and children”, said Ms. Julie Chiu, Sales and Marketing Director for Wellcome.

Julie pointed out that in order to support this charity run, Wellcome not only encouraged staff to participate, but also spread the message to all suppliers and the public. Many suppliers formed teams for the run and donated to WCRF HK to show their support.

Wellcome made good use of its wide network of stores across Hong Kong to promote the 8th “Beat the Banana!” Charity Run and encourage participation. Consumers can show their support and go to any Wellcome store to make an HKD 5 donation at the check-out counters. Wellcome matches with each dollar the public donates. The in-store donation continues till the end of this month (March 31).

The 8th “Beat the Banana!” Charity Run 2013 saw a range of runners participating in the three races – the 3km Fun Run and the 6km Elite Race, which was applicable for those aged 18 years or above. Kids aged 8 years or below joined the new initiative this year - “WCRF HK – Wellcome 1km Kids Banana Run”, an endeavor by Wellcome to promote the importance of healthy diet and sports among young children.



Photo 1: Mr. Lim Boon Cheong, Chief Executive Officer of Wellcome presenting HKD1million cheque to World Cancer Research Fund Hong Kong (WCRF HK)



Photo 2: Mr. Lim Boon Cheong, Chief Executive Officer of Wellcome (left) presenting banana consumption vouchers to the Banana Kid, Debbie



Photo 3: Karen Sadler , Development Director at World Cancer Research Fund Hong Kong, Mr. Lim Boon Cheong, Chief Executive Officer of Wellcome (right) and Banana Kid Debbie at the starting point to officiate the “WCRF HK – Wellcome 1km Kids Banana Run”



Photo 4: Wellcome Cares Team ready at the starting point to Beat the Banana man in the 3km Fun Run.



Photo 5: 142 Wellcome staff and family members participated in the Charity Run and Wellcome Cares Team received the “Biggest Team Award” this year.



Photo 6: Ms. Julie Chiu, Sales and Marketing Director for Wellcome, presenting the voucher to the winner of “WCRF HK - Wellcome Top Family & friends Team Fundraiser Award”



Photo 7: Banana Kid, Debbie leading the warm up exercise



Photo 8: Game booth and refreshment booth for participants to enjoy



Photo 9: Wellcome Cares Team volunteers distributing refreshment to participants

For more details on “Beat the Banana!” Charity Run 2013, visit 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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