

## MEDIA RELEASE

### Public voting for the 1<sup>st</sup> ever Banana Kid at the 8<sup>th</sup> “Beat the Banana!” Charity Run 2013 opens on January 25

*‘Like’ your favourite Banana Kid Nomination on WCRF HK’s Facebook page*

*Wellcome commits to donate HKD 2 for every Facebook ‘Like’*



**Hong Kong, 24 January 2013** – Wellcome Hong Kong and World Cancer Research Fund HK today announced that public voting for the first ever Banana Kid at the 8<sup>th</sup> ‘Beat the Banana!’ Charity Run will open on Friday, January 25, 2013. As part of the 8<sup>th</sup> “Beat the Banana!” Charity Run, WCRF HK has launched a children’s-only race sponsored by Wellcome, in addition to the 3km Fun Run and the 6km Elite Race.

The “WCRF HK – Wellcome 1km Kids Banana Run” is an initiative by Wellcome and World Cancer Research Fund HK to

promote the essence of healthy diet and sports among tomorrow’s generation. People can vote for their Banana Kid and the kid who gets the maximum votes will run the 1km race run wearing a life-sized banana costume at Tsim Sha Tsui, East Promenade on Sunday, 17 March 2013.

#### **Wellcome will match your contribution**

Go Bananas and vote for the 16 shortlisted nominations to select the first ever Banana Kid and help promote the importance of physical activity and a healthy diet for young children. Parents, friends and schoolmates can vote for the most outstanding entry using the WCRF HK’s Facebook page ([www.facebook.com/wcrfhk](http://www.facebook.com/wcrfhk)). Wellcome Hong Kong is determined to support this community event and encourage participation through its extensive network and promotion channels. Wellcome will match every Facebook ‘Like’ with a HKD 2 donation to the WCRF HK for your nomination for the Banana Kid.

The nominations have been shortlisted based on the fun and creative short stories that the children have entered, along with a health message. The entries are written by children of the age 8 or below about why they would be the “Banana Kid” to outrun the rest of the participants.

#### **The Banana Kid Winner!**

The kid who receives the highest number of “Likes” on WCRF HK’s Facebook page will be the winner earning the sole title of the 1<sup>st</sup> Banana Kid 2013. The Banana Kid will lead the 1km Kids Banana Run race dressed as a life-sized banana.

Other great prizes include a Banana Kid trophy and a certificate with a one-year banana supply using Wellcome vouchers. Banana Kid certificates and Wellcome vouchers will also be awarded to shortlisted contestants as consolation prizes. The selected Banana Kid will receive a complimentary training and medical check-up before the run to ensure he/she is medically fit for the run.



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

Ms. Julie Chiu, Sales and Marketing Director of Wellcome said, “We have received an encouraging response from the children and their parents who want to enter for 1<sup>st</sup> Banana Kid competition. We would now like to invite the public to vote for their favourite kid to help him or her become the Banana Kid on the big day. In order to showcase our commitment, Wellcome will donate HKD 2 to WCRF HK for every vote that a child receives. We look forward to seeing an encouraging response from everyone.”

Ady Leung, General Manager of World Cancer Research Fund Hong Kong, encourages individuals, companies and families to join the meaningful fun event. “People from all walks of life participated in this popular charity fun event in the past. The money raised will contribute towards valuable cancer research and education works in support of cancer prevention. We hope the introduction of the 1km Kid’s Race supported by Wellcome this year will further increase awareness among families about pursuing a healthy lifestyle; you will have more fun if you join together with your family and friends.”

“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. 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. 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.

More information on Beat the Banana! Charity Run 2013 and “Banana Kid” nominees are available at [www.wcrf-hk.org](http://www.wcrf-hk.org).

– ENDS –

**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](http://www.wcrf-hk.org)

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