



Press Release

13 August 2024

## **11<sup>th</sup> Oxfam TowerRun to Raise Funds for China's Left-Behind Children *Registration Closes on 6 Sept 2024***

The Oxfam TowerRun, which will be held on 20 October 2024, is celebrating its 11<sup>th</sup> anniversary this year. Oxfam is committed to making the Oxfam TowerRun a major tourism and sports event in Macau, becoming the only internationally- recognised tower running event in the city, and an officially recognised 120-point event by the Towerrunning World Association.

### **Join the Oxfam TowerRun, challenge yourself, and raise funds to support left-behind children!**

Oxfam is committed to supporting the educational development and mental health of left-behind children in Mainland China. "This year, the funds raised from the Oxfam TowerRun will be used to support our children's development programmes in Guizhou, Gansu and Shaanxi, helping left-behind children to improve their life skills and enabling them to grow and develop in a holistic manner through support and companionship," said Director of Fundraising and Communications at Oxfam Hong Kong, Mr. Michael Wong.

Representatives from AIA International Limited Macau Branch, Occasions Public Relations Macau Limited, Banco Comercial De Macau, Hao Qing Sport Development Co. Ltd., iSport, Macau Tower Convention and Entertainment Centre and other sponsoring organisations attended the Oxfam TowerRun press conference today. Two Oxfam TowerRun Event Ambassador: World Champion and World No.1 Mr. Soh Wai Ching, and Macau Trail Runner Ms. Vivi Cheung also shared their experience in tower running. Together, they encouraged the public to participate in the tower running charity event.

Participants will take up the challenge of running up 1,298 steps from the ground floor of the tower to the adventure deck on the 61st floor. Not only will they be pushing themselves to achieve their personal best, they will also be raising funds for Oxfam's poverty alleviation and development projects, enabling the education and health development of left-behind children in Mainland China.

This year, wooden medals will be used for the first time. On the back of the medal, there is a drawing made by the left-behind children, making the medal extra special. Moreover, we have added the Leader's Run and student discount categories, welcoming runners from all walks of life to challenge themselves.



### **Oxfam TowerRun Details**

Event day: 20 October 2024 (Sunday)

Registration deadline: 6 September 2024 (Friday)

Online registration and details: <https://bit.ly/OxfamTowerRun2024> (or could scan the below QR code)

Runner's pack collection: 13 - 14 October 2024 (Sunday and Monday)



Category:

- Individual Challenge (Full Race – 61 levels; Elite or Open Categories) Men's / Women's Race
- Individual Challenge (Half Race – 31 levels) Men's / Women's Race
- Team Challenge (Relay for teams of FOUR – 61 levels)
- Leader's Run (7 levels)

Participants who are 16 years old or above can participate in the individual race by raising a minimum of HKD/MOP525 (or student discount of HKD/MOP325) or above (full tower and half tower). Those who raise HKD/MOP 5,000 or above can participate in the four-person team relay race. As the event's Principal Sponsor, AIA International Limited will donate an additional \$100 to Oxfam for each participant who completes the challenge of 1,299 steps (running up all 1,298 steps and taking one big step forward toward the finish line, totalling 1,299 steps).

### **Special Offers for Non-Local Runners:**

The "Oxfam TowerRun" event invites participants from all over to gather at the Macau Tower, where they can challenge themselves by climbing to the top of this iconic structure. It's also a great opportunity to explore the unique charm and culture of Macau's various districts. Non-local participants can enjoy the following offers:

- Exclusive 30% discount of ferry tickets offered by TurboJET;
- Exclusive offer of 30% discount on the hotel's Deluxe Twin room between 18 -21 October by Artyzen Grand Lapa Macau; Shuttle bus service on the morning of 20 October, picking up participants from Artyzen Grand Lapa Macau to the event venue at Macau Tower;
- Exclusive Adventures offer by Skypark by AJ Hackett.



## Event Awards

The top three winners in the Full Race (Elite) individual category (Men and Women) will receive the “AIA Vitality Champion's Award”, generously sponsored by our Principal Sponsor, AIA International Limited. The total cash prize amounts to 1,200 euros, aiming to encourage active participation in sports and to help people live HEALTHIER, LONGER, BETTER LIVES.

In addition to physically participating in the Oxfam TowerRun at Macau Tower, Oxfam also encourages the public to create their own crowdfunding page to fundraise for people in need. This year, fundraising prizes are available to thank all donors for their support, including complimentary accommodation at Artyzen Grand Lapa Macau, dining vouchers for PizzaExpress Macau, and Skywalk experiences at Skypark. For more details, please visit Oxfam’s website.

- Ends -

## Photo Captions:

- 01 Oxfam held a press conference for the “Oxfam TowerRun” today (13<sup>th</sup>), with sponsors and supporting organizations in attendance.
- 02 The GOHs conducted the kick-off ceremony for the event.
- 03 Mr. Michael Wong, Director of Fundraising and Communications at Oxfam Hong Kong, stated in his speech that the funds raised from this year’s event will support projects for left-behind children in Mainland China.
- 04 Mr Louie Ho, Chief Executive Officer of AIA Macau Branch, delivered a speech.
- 05 The two Oxfam TowerRun ambassadors, Soh Wai Ching and Vivi Cheung, shared their experiences and encouraged everyone to support and participate the event.

## About Oxfam

Oxfam is a global organisation committed to creating a world without poverty through its advocacy, development and humanitarian work.

Oxfam’s office in Macau was established in February 2012. Apart from working on poverty alleviation, disaster relief and policy advocacy around the globe, Oxfam in Macau is also committed to promoting global citizenship in Macau to fight poverty and inequality together.

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