

## 新聞資料 Media Information

**For immediate release**

### **Over 1,500 runners participate in pioneering paper-cup free NWS Geo Hero Run 2018**

(8 December 2018, Hong Kong) Over 1,500 runners demonstrated their athletic power in today's NWS Geo Hero Run in support of geoconservation, environmental protection and social inclusion. Co-organized by NWS Holdings Limited ("NWS Holdings" or "the Group"; Hong Kong stock code: 659) and the Association for Geoconservation, Hong Kong ("AGHK"), the green races in half-marathon, 10km and 3km gave runners an opportunity to race through the world-renowned Hong Kong UNESCO Global Geopark in Sai Kung. Runners with disabilities from 20 organizations also participated in the races while all proceeds will be used to support our three beneficiaries: AGHK, Youth.RoC and The Green Earth.

The NWS Geo Hero Run 2018 is one of the first Hong Kong running events to go entirely paper-cup free. Reusable cups were placed at all water stations along the race route, and runners were given incentives to either buy a reusable, foldable cup or bring their own. All waste generated at the event was properly separated for recycling.

At the kick-off ceremony, Eric Ma, Chief Operating Officer of NWS Holdings, said, "As a leader in infrastructure and service businesses, NWS Holdings is committed to responsibly managing the environmental impact of our operations and community programmes. Through this year's enhanced environmental measures and incentives to reduce waste at this signature event, we hope that more runners and race organizers will play their part in building a sustainable environment and community."

Officiating at the ceremony, Kam-sing Wong, Secretary for the Environment of the HKSAR Government, said the Hong Kong Geopark was established in 2009 as part of the city's effort to protect its precious geological resources, in addition to improve facilities and amenities to enhance visitors' experience. The Government also obtains the continuous support of AGHK to promote geoconservation and geodiversity. "This event replaces disposable paper cups with reusable cups and self-service water stations, all to promote the importance of waste reduction at source and support 'Keep Trash off the Ground' principle. We hope that all runners will make waste reduction a habit and support the 'Dump Less, Save More' campaign," he said.

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### **新創建集團有限公司 NWS Holdings Limited**

(incorporated in Bermuda with limited liability)

香港中環皇后大道中 18 號新世界大廈 28 樓 28/F New World Tower, 18 Queen's Road Central, Hong Kong  
電話 Tel: (852) 2131 0600 傳真 Fax: (852) 2131 0611 網址 Website: www.nws.com.hk

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Cindy Choi, Chairman of AGHK, said, “In light of the rising popularity of ecotourism in Hong Kong, where rich geodiversity can be easily found in both countryside and urban areas, the NWS Geo Hero Run presents a great platform to promote geoconservation and environmental protection among the general public.”

The NWS Geo Hero Run is one of the pillar events of the well-established NWS Hong Kong Geo Wonders Hike, which also includes the popular Young Ambassadors for Geoconservation Training Programme and guided public tours. Over 30,000 members of the public have been involved in related events since the programme’s inception in 2008.

In January 2019, free guided public tours to Lung Kwu Tan, Tai O and Ma Shi Chau will be held each Saturday, along with beach and trail-cleaning activities, as part of the Group’s effort to promote geoconservation and encourage green living. Experienced certified guides, supported by high school students graduated from the Young Ambassadors for Geoconservation Training Programme, will help participants discover unique landforms and explore the cultural heritage of the places they visit, and at the same time understand the importance of reducing the use of plastic.

For more information about the NWS Hong Kong Geo Wonders Hike, please visit <http://geo.nws.com.hk> or our Facebook page [www.facebook.com/geo.nws.hk](http://www.facebook.com/geo.nws.hk).

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*This press release is also available at the Group’s website ([www.nws.com.hk](http://www.nws.com.hk)).*

## **NWS Holdings Limited**

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 659) is the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17). It has diverse businesses and investments, predominantly in Hong Kong and Mainland China, comprising toll roads, environmental management, port and logistics facilities, rail container terminals, commercial aircraft leasing, facilities management, healthcare services, construction and public transport. Please visit [www.nws.com.hk](http://www.nws.com.hk) for details.

### **Association for Geoconservation, Hong Kong**

The Association for Geoconservation, Hong Kong (“AGHK”) is a charitable institution uniting volunteers with a mission to preserve Hong Kong’s landforms and rocks; to disseminate earth sciences; to promote sustainable geotourism and ecotourism; and to make Hong Kong a better place in which to live. AGHK organizes seminars, geo-appreciation tours and campaigns, publishes articles and books to promote geoconservation, closely monitors developments and projects that might damage our invaluable heritage, and cooperates with government and conservation bodies to conserve our rocks and landforms.

***For further information, please contact:***

NWS Holdings Limited

Helen Lee  
Senior Manager –  
Corporate Communications and Sustainability  
Tel: 2131 3801  
E-mail: [helenlee@nws.com.hk](mailto:helenlee@nws.com.hk)

Association for Geoconservation, Hong Kong

Cindy Choi  
Chairman  
Tel: 9370 4914  
E-mail: [cindy@rocks.org.hk](mailto:cindy@rocks.org.hk)

Photo 1: Some 1,500 runners set out from Pak Tam Chung in Sai Kung to race through the Hong Kong UNESCO Global Geopark in support of geoconservation, environmental protection and social inclusion.



Photo 2: Officiating at the 10km race kick-off ceremony are Secretary for the Environment Kam-sing Wong (middle); NWS Holdings Chief Operating Officer Eric Ma (eighth from right); Assistant Director (Country and Marine Parks) of the Agriculture, Fisheries and Conservation Department Patrick Lai (sixth from left), NWS Holdings Executive Director Tommy Cheung (eighth from left); AGHK Chairman Cindy Choi (seventh from right); NWS Holdings Independent Non-executive Director Alan Lee (fourth from left), and RunOurCity Co-founder and Chief Executive Officer Andes Leung (fifth from left).



Photo 3: Reusable cups are used along the entire race route to promote waste reduction at source.



Photo 4: Enthusiastic runners support our green initiatives by bringing their own bottles.

