



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2027



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon 2027

Main race quota reaches record high of 78,000

Brand-new “5km Harbourfront Run”

Phased public registration opens on 11 September

Hong Kong, 4 September 2026 – The Standard Chartered Hong Kong Marathon 2027 (SCHKM) is set to take place on Sunday, 17 January. To further promote long-distance running, elevate race standards and increase the scale of the event, the SCHKM will see the quota for its Half Marathon lifted by 4,000, bringing the total quota for the main races to a record high of 78,000. Additionally, a brand-new “5km Harbourfront Run” and an expanded “Youth Run” will be held on the Saturday ahead of the main races, allowing a total of 84,000 runners to experience SCHKM over two days.

Record-high Half Marathon quota, more beginner-friendly runs for all

Last year’s registrations for the SCHKM reached 120,000, indicating the event’s appeal among local and non-local runners. Recognising strong demand for the Half Marathon in recent years and the race’s role as a crucial stepping stone to the Marathon, the organiser has increased the Half Marathon quota by 16% to 29,000, a move that aims to support runners’ aspirations for advancement while further promoting the overall standard of long-distance running in Hong Kong.

The inaugural “5km Harbourfront Run” will be introduced to make long-distance running more accessible and spark interest in the sport among aspiring runners of all ages and abilities. Taking place on Saturday, 16 January with a quota of 3,000, the entry-level event will start at Kai Tak Sports Park (KTSP) and finish at Shing Kai Road Garden, taking runners along the Kai Tak Promenade over a flat and scenic waterfront course that is highly suitable for families and seniors. It is open to wheelchair runners, embodying the spirit of social inclusion. Also taking place on the same day, the “Youth Run”, designed for 10- to 15-year-olds, will increase its quota to 3,000 from 2,500.

Driving the “race bib economy”, amplifying “Sports+” synergy

The Marathon Expo at Kai Tak Arena has been hosted successfully for two consecutive years, attracting over 100,000 attendees annually and stimulating local consumption. In synergy with KTSP’s ticket stub economy, the “Support Small Businesses, Cheer on the City” campaign will invite food and beverage outlets to give exclusive offers during the Marathon Expo and race period, injecting further impetus into the “race bib economy”. Hong Kong cultural experiences will also be featured at the Expo to showcase the city’s unique charm to non-local runners while actively promoting participating F&B merchants.

Marathon Charity Programme continues to support local charities

Last year, the “Marathon Charity Programme” raised a record-breaking sum of nearly HKD15 million. For the SCHKM 2027, the programme will continue to provide a



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fundraising platform for 50 local NGOs covering “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”, supporting the vital work of these organisations and helping those in need.

Mr Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates (HKAAA) and Chairman of the SCHKM 2027 Organising Committee, stated, “The HKAAA has always been committed to developing the SCHKM into one of the highest-standard long-distance running events in the region. Completing a half marathon is a vital milestone for runners who are progressing towards the marathon, so our historic decision to increase the Half Marathon quota will broaden the pathway for more experienced runners and mark a new chapter in the SCHKM’s development. Our continued elevation of the race will also further consolidate Hong Kong’s status as an international marathon city, fully amplifying the dual impact of ‘Sports + Mega Events’ and showcasing Hong Kong’s vitality and strength to the world.”

Ms Mary Huen, Chief Executive Officer, Hong Kong and Greater China & North Asia, Standard Chartered, said, “Standard Chartered and the HKAAA have worked closely together for many years to promote marathon running in Hong Kong, transforming the SCHKM into a world-class sporting event and a vital platform for uniting the community and spreading positivity. We are delighted to see the event receive such strong support from local and overseas runners and continuously be elevated in both standard and scale. This year, we will keep driving the ‘Support Small Businesses, Cheer on the City’ initiative, connecting the race with local food and beverage outlets and merchants to channel the energy and vibrancy of the marathon into the community and further amplify the synergistic effect of the race bib economy, creating more value for the community.”

The Marathon, Half Marathon, 10km and Wheelchair Race scheduled for Sunday, 17 January will maintain their existing age group classifications with continued provision for disability entry. Online registration (www.hkmarathon.com) for these categories will begin in phases, with the public ballot registration opening at 2:00 PM on 11 September. The registration schedule and details for the “5km Harbourfront Run” and “Youth Run” will be announced in due course.

With Standard Chartered Bank (Hong Kong) Ltd. as the title sponsor, the Standard Chartered Hong Kong Marathon 2027 is also sponsored by adidas Hong Kong Limited, Thong Sia Watch Co., Ltd. (SEIKO), A.S. Watson Group (HK) Ltd. (Watsons Water), POADmedia Ltd, GP Batteries International Ltd, Crown Motors Limited, Regal Kowloon Hotel, Hisamitsu Pharmaceutical (Hong Kong) Co., Ltd (Salonpas), Otsuka Pharmaceutical (H.K.) Ltd. (SOYJOY Soy Bar), Shiseido Hong Kong Limited (ANESSA), Shun Hing Group (Panasonic), Kao (Hong Kong) Ltd (Biore), Wheathfields Lohmann (HK) Ltd (Walch), GARMIN, Pocari Sweat, China Mobile and 24/7 Fitness. Supporting organisations include the Information Services Department, Hong Kong Tourism Board, the Leisure and Cultural Services Department and TIML MOM Limited.

For high-resolution photos, please refer to the link here: <https://shorturl.at/LnZxN>

Photo Captions:

Photo 1

The press conference for the SCHKM 2027 took place today announcing the latest details. Officiating guests who launched the event included (from left) Dr David Mong, President of the Hong Kong, China Association of Athletics Affiliates; Ms Mary Huen, Chief Executive Officer, Hong Kong and Greater China & North Asia, Standard Chartered; and Mr Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates and Chairman of the SCHKM 2027 Organising Committee.

Photo 2

Officiating guests and local elite athletes Mr Chong See Yeung (first from left) and Ms Wong Cheuk Ning (first from right) invite the whole city to embrace the race atmosphere.

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About the Standard Chartered Hong Kong Marathon

The Standard Chartered Hong Kong Marathon, organised by the Hong Kong, China Association of Athletics Affiliates, is Hong Kong's largest participatory annual sporting event, attracting around 74,000 local and overseas participants each year. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in six other cities globally, including Hanoi, Jersey, Kuala Lumpur, Nairobi, Stanley and Taipei as well as 10km runs in Shanghai and Singapore and a 5km run in London.