



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon 2026 Registration for the inaugural “Youth Run” opens on 23 October

**Local F&B small shops invited to transform into cheering stations
to boost mega event atmosphere across the city**

Hong Kong, 21 October 2025 – The Standard Chartered Hong Kong Marathon 2026 is introducing a new Youth Run before the main race day, with online registration commencing on 23 October (Thursday). The event aims to foster the development of running in the community. Building on last year's successes in driving footfalls and sports economy, the “Support Small Businesses, Cheer On The City” campaign will return with a specific focus on the food and beverage (F&B) sector. Small F&B shops will become cheering stations, motivating runners to achieve their performance targets and further taking the vibrant, festive atmosphere of Marathon to the next levels.

Pre-Race Training to inspire next generation of runners

To encourage greater youth participation in running, the inaugural Youth Run targets young people aged between 10 and 15, and will take place during the Standard Chartered Hong Kong Marathon Expo on 17 January 2026. Participants must complete the around-2km-race within the 30-minute time limit. For this fun run, neither rankings nor prizes will be awarded. A total of 2,500 quotas will be available across five race groups. The race route will start and finish at Kai Tak Youth Sports Ground within Kai Tak Sports Park, passing by the Kai Tak Main Stadium and the Promenade. All finishers will receive a commemorative medal and an electronic certificate.

Online registration will open at 10:00 AM on 23 October via www.hkmarathon.com. The entry fee is HKD200, with quota allocated on a first come, first served basis. To assist novice young runners in preparing for their race, the organiser will offer "Pre-Race Training Courses" that cover essential knowledge about long-distance running and effective training methods. A total of 240 places will be available, each at a fee of HKD100. Enrolment in the training programme is subject to availability. Details are available on the [event website](#).

Local eateries transform into cheering stations, immersing in the city-wide mega event atmosphere

The "Support Small Businesses, Cheer On The City" campaign makes a welcome return, building on its proven success last year in driving footfall to small shops along the race courses. This year, the campaign takes an even more targeted approach to bolster small F&B businesses¹, expanding its reach across all of Hong Kong. The campaign is now open for interested restaurants to register from today. Participating eateries will be encouraged to fully embrace the marathon's atmosphere, inviting customers to join in cheering for runners both in the lead-up to and on race day. Furthermore, limited-time F&B promotions may help shops to capitalise on commercial opportunities and stimulate consumer spending. The scheme is expected to inject vitality into the local F&B industry while maximising the mega event's economic benefits at the same time.



¹ Participating restaurants must meet the Hong Kong Government's definition of a SME (i.e., non-manufacturing companies employing fewer than 50 staff) and hold a designated licence issued by the Food and Environmental Hygiene Department. Further details are available on the [campaign website](#).

**Details of the Standard Chartered Hong Kong Marathon 2026 Youth Run**

Race Date:	17 January 2026 (Saturday)
Starting Time:	Starting at 9:00 AM (conducted over five start times at 30-minute intervals)
Start / Finish:	Starts and finishes at the Kai Tak Youth Sports Ground (within Kai Tak Sports Park), passing the Kai Tak Main Stadium
Distance:	Approximately 2km
Quota:	2,500 (quotas are limited and will be available on a first come, first served basis)
Entry Fee:	HKD200
Registration Period and Method:	From 23 October 2025 (Thursday) 10:00 AM via www.hkmarathon.com
Entry Requirement:	Participants must be aged between 10 and 15 (born between 2011 and 2016)

*An optional training course is available for HKD100, with a capacity of 240 participants. Quotas are limited and available on a first come, first served basis.

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

	<p>Photo 1</p> <p>The inaugural Standard Chartered Hong Kong Marathon Youth Run will take place on 17 January 2026 at Kai Tak Youth Sports Ground of Kai Tak Sports Park. Young participants aged 10 to 15 are invited to take part, encouraging more young people to take an early interest in running.</p>
	<p>Photo 2</p> <p>This year, the "Support Small Businesses, Cheer On The City" campaign takes an even more targeted approach to bolster small businesses in the food and beverage sector, expanding its reach to all of Hong Kong, to maximise the marathon's economic impact.</p>

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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 over 78,000 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 seven other cities globally, including Hanoi, Jersey, Kuala Lumpur, Nairobi, Singapore, Stanley and Taipei as well as a 10km run in Shanghai and a 5km run in London.