



INSPIRING FUTURES



English Schools Foundation  
ESF 50<sup>th</sup> Anniversary Marathon  
"RUN FOR OUR FUTURE"

**Information Pack**





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon



**Abraham Shek, GBS, JP**  
*Chairman*  
*ESF Board of Governors*



**Belinda Greer**  
*Chief Executive officer*  
*ESF*

## An Introduction to ESF

The English Schools Foundation (ESF) is the largest provider of English-medium international education in Hong Kong. Our 22 schools and comprehensive programme of extra-curricular activities bring out the best in every student through a personalised approach to learning and by inspiring curious minds.

Our strategic intent is to be the key driver of best practice in teaching and learning. Our model of education is on the cutting-edge of global innovation producing excellent outcomes for our students.

There are 17,000 students from more than 60 different nationalities in ESF schools, PIS and kindergartens. About 70% of our students have parents who are permanent residents of Hong Kong.





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon



### About ESF 50<sup>th</sup> Anniversary Marathon

The ESF 50th Anniversary Marathon is the major community engagement event organized by the English Schools Foundation (ESF) among the 50th anniversary calendar of events. It will be comprised of a running course of 1km to 10km along the Central Harbourfront, with adjacent community activities and carnival at Edinburgh Place in Central.

As the largest English-medium international education provider in Hong Kong, our mission is to inspire creativity and nurture global citizens and leaders of the future. Being an organization with students from 60 different nationalities, we hope to broaden students' international horizons and knowledge as well as to brush up their creativity and leadership ability through getting involved in this event. By offering an opportunity for the youth and community to engage in sport and recreational activities, we also envision that the event will promote healthy lifestyle, the culture of marathon and most importantly, the inclusiveness of the community.





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon



### Event Brief

Registration: <http://marathon.esf.edu.hk>

## 1. Running Race

#### Race Sessions:

Running race according to their corresponding group. Either 1Km (short walk), 3Km and 10Km running according to their age group.

#### Participation:

**1,500-1,800 racer** from ESF Kindergarten, Primary Schools, Secondary Schools, Family, Alumni Association, Staff members and management, business partners and corporate teams.

#### Registration Deadline:

**1 September 2017 (Paper)**

**15 September 2017 (Online)**

**Date:** 22 October 2017 (Sunday)

**Venue:** Lung Wo Road & Edinburgh Place, Central

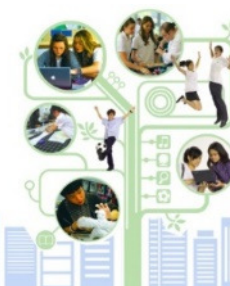
## 2. Community Carnival

#### Carnival Sessions:

Community carnival will be led by secondary students. The general theme will be provided and students will be encouraged to make use of their creativity and international vision to create, setup and manage their booth for the participation by the general public.

#### Participation:

20 community booths, managed by ESF Schools, Sponsors. A open stage for performance by students of 22 ESF schools and business units.







# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon

### Event Venue



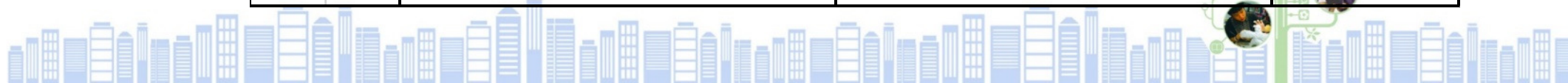


# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon

### Program Rundown (Tentative)

Time	End	Program		Remarks
		Running Race Lung Wo Road	Community Carnival Edinburgh Place	
0200	1700	Road closure // Lung Wo Road Carpark & Edinburgh Place		Venue setup
0400	1200	Road closure // Lung Wo Road		Running race
0800		<b>Race Warm-up &amp; VIP Opening</b>	<b>Carnival Setup by School Units &amp; Organizations</b>	10Km (4 Laps)
		<b>Individual Run // Open Group</b>		Open Group
		>> Male (Adult Group)		
		>> Female (Adult Group)		
		>> Corporate & Sponsors Team		
0930		>> Y12 & Y13 6Km Challenge		6Km (2 Laps) Y12 - Y13
0945		<b>Family Run // ESF Schools</b>	<b>Community Carnival (Booth &amp; Performance)</b>	3Km (1 Lap)
		>> Male (Secondary Individual)		Primary Schools
		>> Female (Secondary Individual)		Family Run
		>> Group (Primary Family Run)		+ Principal Cup
		>> Principal Cup (By invitation)	>> Performance by supporting organizations	
1030		>> Male (Primary Individual)	>> Race prize presentation	1Km (1 Lap)
		>> Female (Primary Individual)	>> Group Photos	Family Walk
		>> Group (Kindergarten Family Walk)	<b>Community Carnival:</b> >> Design, setup and managed by primary & secondary students >> Theme of health & sports >> Experience & challenges solving >> Souviners will be given to public	
		>> Group (JCSRS Family Walk)		
1130		<b>Prize presentation at Edinburgh Place</b>		
1600			<b>Dismantle</b>	





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon



### Race Category – (for JCSRS)

**Date:** 22 October 2017 (Sunday)

**Venue:** Lung Wo Road & Edinburgh Place, Central

Category	ESF JCSRS - Family Walk		Adult - Male / Female Individual (ESF Alumni, Teachers, Support Staff)				ESF Principal
Number	H1	H2	A1	A2	A3	A4	--
Group	JCSRS Student (with 1 parent)	JCSRS Student (with 2 parents)	Junior (Born in 1998 - 2001)	Senior (Born in 1983 - 1997)	Master 1 (Born in 1973 - 1982)	Master 2 (Born in 1972 or before)	ESF Principal Cup (By Invitation)
Distance	1Km		10Km				3Km
Start Time	10:30		8:00				9:45
Registration Fees	\$300	\$400	\$180				Free





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon

### Registration fees included:



- ➔ Race bag
- ➔ Race t-shirt
- ➔ Race timing chip with bib cloth
- ➔ Water bottle
- ➔ Refreshment voucher (for Banana & **more**)
- ➔ Community carnival ticket
- ➔ Runner guide



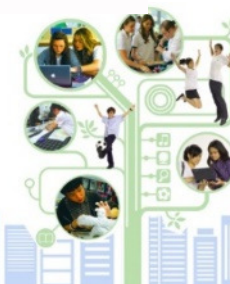
(10K & 6K)



(Family Run)



**ALL Profit** goes to event Charity Partner – Hong Kong Children Hospital







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## ESF 50<sup>th</sup> Anniversary Marathon

### School Participation:



- ➔ **In-school promotion (Poster will be provided)**
  - School “House Captain” to support on taking a in-school promotion photo;
  - Paper registration form can be provided.
- ➔ **Stage Performance**
  - Each ESF Schools were invited to form a team for a stage performance
- ➔ **Community Carnival**
  - ESF Secondary Schools & PIS were invited to support for a Game Stall at the community carnival





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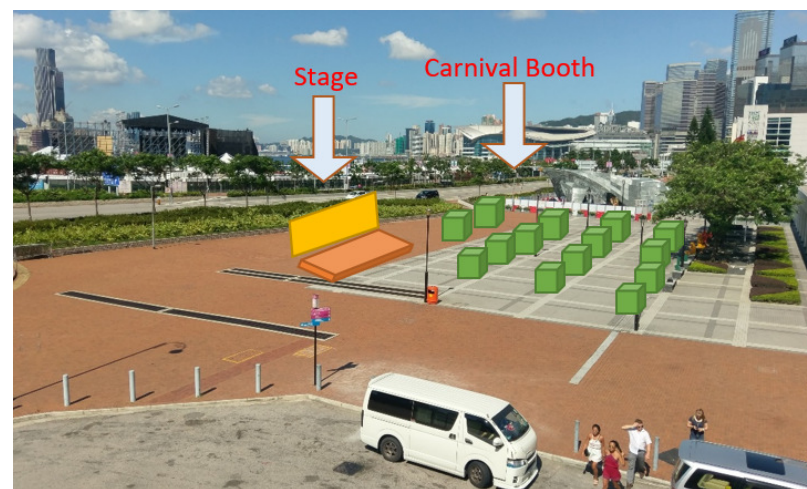
## ESF 50<sup>th</sup> Anniversary Marathon

### School Participation:

#### Stage Performance:

➔ Each ESF Schools were invited to form a team for a stage performance

- Suggested type of performance: **Dance** or **Singing**
- Suggested theme: Pops / Energetic performance
- Duration: **5** minutes (max)
- Stage location: Edinburgh Place (**Public**)
- Expected Audience: 1,500
- Light refreshment and drinks will be provided
- Teams will be scheduled **within below tentative time-slot** (actual schedule to be confirmed):
  - Secondary School team (9:30 – 11:00)
  - Primary School team (11:00 – 12:30)
  - Kindergarten team (12:30 – 1:30)
- No changing facilities on-site
  - Nearby washroom at City Hall or IFC
- General PA and sound system will be available
- Performance will be **Live** on social media





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon

### School Participation:

#### Community Carnival:

- ➔ Each ESF Secondary Schools & PIS were invited to manage for a Game Stall
- Tent (3m x 3m) with table & chairs will be provided
  - Type of activity: Face painting / balloon making / mini-games / music (African drum) playing or else
  - Suggested theme: **Health** / **Sports** related
  - Student / PTA to help on design, setup and manage the game booth
  - Tentative Schedule (subject to venue license approval):
    - Setup: 07:30 – 09:00
    - Carnival opens: 09:00 – 15:00
  - Expect total carnival audience: 2,500 – 3,000
  - Maximum of HK\$5,000 allowance can be subsidized for each school for setup and delivery (original receipt is required for any logistics purchase)
  - Small souvenirs (e.g. stickers and candies etc) will be supplied by ESF
  - Refreshment, drinks and event t-shirt will be supplied for supporting students / staff / PTA members
  - Foamboard of the school name will printed on the tent





# INSPIRING FUTURES

## ESF 50<sup>th</sup> Anniversary Marathon



### Promotion Plan

- ➔ Youth Ambassadors
- ➔ Event Partner
- ➔ eDM
- ➔ Press release
- ➔ Social media
- ➔ Website
- ➔ Promotional video
- ➔ Advertisement
- ➔ Radio

Official Race Website: [marathon.esf.edu.hk](http://marathon.esf.edu.hk)







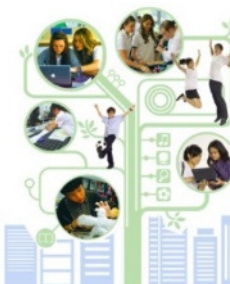
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## ESF 50<sup>th</sup> Anniversary Marathon

### Event Timeline



Date	Action
14 July 2017	<ul style="list-style-type: none"><li>Enrolment begins</li></ul>
31 July 2017	<ul style="list-style-type: none"><li>Information pack release to school</li></ul>
3 August 2017	<ul style="list-style-type: none"><li>Promotion - New Staff Induction</li></ul>
Early-August 2017	<ul style="list-style-type: none"><li>Promotion - eDM to all Teachers, Staff, Parents</li></ul>
Mid-August 2017	<ul style="list-style-type: none"><li>Promotion - Poster for Alumni News</li><li>Promotion - A1 Poster to all Schools</li><li>Promotion - "ESF is Ready !"</li><li>Promotion - Magazine &amp; online eDM</li></ul>
End-August 2017	<ul style="list-style-type: none"><li>Promotion - Snapchat Campaign</li></ul>
1 September 2017	<ul style="list-style-type: none"><li>Enrolment deadline (Paper)</li></ul>
10 September 2017	<ul style="list-style-type: none"><li>Enrolment deadline (Online)</li></ul>
29 September 2017	<ul style="list-style-type: none"><li>Runner Guide Ready</li></ul>
Early-October 2017	<ul style="list-style-type: none"><li>Race pack distribution (to School &amp; Corporates)</li></ul>
15 October 2017	<ul style="list-style-type: none"><li>Volunteer Briefing</li></ul>
22 October 2017	<ul style="list-style-type: none"><li>Event Day</li></ul>
Early November	<ul style="list-style-type: none"><li>e-Certificate and Official Photos upload</li></ul>





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## ESF 50<sup>th</sup> Anniversary Marathon



### Sponsors & Supporting Organization

**Organizer:** English Schools Foundation

**Co-organizer:** Sportsoho

**Funding Organization:** Commission on Youth, Government of HKSAR

**Acknowledgement:** Home Affairs Bureau, Government of HKSAR

**Official Catering Partner:** Chartwells

**Official Photographer:** HOPFi

**Official Mobile Partner:** 1010

**Sponsors:** Pure International

**Supporting Organizations:**  
(to be updated)





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### ESF 50<sup>th</sup> Anniversary Marathon



## Contacts

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*Thank you for your support !*

