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For Immediate Release

**MSIG Hong Kong partners with GreenRace
to introduce the MSIG Trail Running Series 2019
Enrolment is now open – UTMB qualifying points is offered to the participants**



- The 4 trail running events that make up the MSIG Trail Running Series 2019 offer UTMB qualifying points.
- The top overall Series male and female win a Racing The Planet - 4 Deserts entry.
- The first two events of the MSIG Trail Running Series will be qualifying events for the MSIG Youth Trail Running Development Program. The top four eligible athletes will qualify to participate in a 12-month training programme.
- The top two young athletes will be sponsored by MSIG to compete at a UTMB European trail race in 2020.

[Hong Kong, 11 December 2018] MSIG Insurance (Hong Kong) Limited is pleased to announce our partnership with TGR International Limited, popularly known as GreenRace, for the creation of a new trail running series. The *MSIG Trail Running Series 2019* sponsorship has enabled GreenRace to bring the Hong Kong running community a meaningful new trail challenge that showcases the city's spectacular and unique country parks. The Series aims to create development opportunities for Hong Kong's local running talent, with a particular focus on nurturing the city's talented trail-running youth. As a part of the *MSIG Youth Trail Running Development Program*, young athletes will be provided with the support, exposure and guidance needed to realise their full potential while representing Hong Kong overseas.

Hong Kong is quickly emerging as Asia's premier training ground for trail runners. Its abundance of easily accessible country parks invites the next generation of trail runners to develop a sense of personal achievement while enjoying the outdoors. MSIG is a strong supporter of the sustainable growth of trail running in Hong Kong, and has made significant contributions to its development in recent years. GreenRace has likewise been a key contributor to trail running over the last three years, organising



numerous races and community events in Hong Kong with a focus on zero waste. GreenRace is committed to developing fun trail running events that welcome participants of all ages and abilities, whilst striving to fulfil its responsibility to the environment. "Our focus on sustainability and community aligns with the values of GreenRace and together, we pledge to build on this foundation to ensure trail running continues to develop as a meaningful, progressive and rewarding sport in Hong Kong." Kenneth J Reid, CEO, MSIG Insurance (Hong Kong) Limited.

MSIG Trail Running Series 2019 (TRS)

The trail running events that make up the *MSIG Trail Running Series 2019* offer UTMB qualifying points. Runners will have access to their rankings throughout the Series on a dedicated page: www.MSIGTrailSeries.com. Series Participants can look forward to enjoying signature event venues and the beautiful trails of Hong Kong Island, New Territories and Lantau Island. Participants may also take pride in supporting a meaningful program with a green and social heart. The Series will conclude with a year-end celebration recognising the Series winners, participants, volunteers and key sponsors. The top overall Series male and female win a Racing The Planet - 4 Deserts entry. The events are as follows:

19th Jan-2019	MSIG Trail @ Braemar Hill (3 ITRA points)
30th – 31st Mar-2019	MSIG Ultra @ Tai Po (3,4 ITRA points)
21st Sep-2019	MSIG Immortals @ Pat Sin Leng (2 ITRA points)
03rd Nov-2019*	MSIG Summits @ Mui Wo (3 ITRA points)

**Tentative*

MSIG Youth Trail Running Development Program (YTR)

MSIG is committed to nurturing trail running talent in Hong Kong. The first two events of the *MSIG Trail Running Series* will be qualifying events for the *MSIG Youth Trail Running Development Program*. The top four eligible athletes of the *MSIG Trail Running Series* will qualify to participate in a 12-month training plan extending from April 2019 - March 2020. This program includes physiotherapy sessions, dietary consultation, weekly training plans, sponsored training gear, and access to GreenRace and Fields Japan trail events. Throughout the program, weekly progress will be monitored and follow-up sessions will take place bi-monthly. As part of the *MSIG Youth Development Program*, these four athletes will have the opportunity to gain international running experience at selected trail races in Japan organised by TGR & Fields Co. The top two athletes will be sponsored by MSIG to compete at a UTMB European trail race in 2020.

For more information, please visit www.msigitrailseries.com or Facebook Page: www.facebook.com/MSIGtrailrunningseries.



Photo 1



The 4 trail running events that make up the *MSIG Trail Running Series 2019* offer UTMB qualifying points. The Series is also committed to focus on zero waste, striving to fulfil its responsibility to the environment.

Photo 2 & 3



The *MSIG Trail Running Series 2019* sponsorship has enabled GreenRace to bring the Hong Kong running community a meaningful new trail challenge that showcases the city's spectacular and unique country parks.



Photo 4



MSIG Insurance (Hong Kong) Limited Chief Executive Officer Mr Kenneth J Reid (Right) and GreenRace Race Director Mr Martin Cai (Left).

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This press release is released on behalf of TGR International Limited by ActionHouse International Limited.

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About MSIG Insurance (Hong Kong) Limited

With a network of operations dating as far back as 1855, MSIG Insurance (Hong Kong) Limited (“MSIG”) has been providing general insurance solutions and products to customers in Hong Kong for more than 150 years. MSIG is backed by the solid foundation and rich heritage of Mitsui Sumitomo Insurance Company Limited, an established insurer that has received strong financial ratings from leading rating agencies, including Standard & Poor’s and Moody’s. Today, MSIG is one of the few foreign-based general insurers to have representation in every ASEAN country, a testament to its strength and reach. MSIG also benefits from being a member of the MS&AD Insurance Group – one of the largest general insurance groups in the world. Leveraging their multi-channel distribution, their strong partnerships with intermediaries and an extensive geographical network, MSIG offers a wide range of insurance solutions across personal and commercial lines. MSIG builds and nurtures enduring relationships, forging close partnerships through good times and bad.

About TGR International Ltd (GreenRace)

GreenRace is an event organiser specialising in sustainable and all-inclusive trail running races, with a diverse catalogue of events ranging across the Asia-Pacific region. Many hosted independently and others with partners, the majority of their races take place in Hong Kong and Japan. The driving mission of GreenRace is to ignite passion in their community of runners, designing trail running events that participants and volunteers of all ages and abilities will love. GreenRace remains vigilant in honouring its responsibility to the greater community and to the environment by striving for zero waste events. With every trail race created, they focus continually on quality, sustainability and total runner satisfaction for people from all walks of life. GreenRace has earned the loyalty of the Asian trail running community, and thrives thanks to the vital support of dedicated and like-minded volunteers.