AIRMAZING RACE
“AIRMAZING RACE IS VERY CHALLENGING THAT OFFERS SO MUCH TO LEARN ABOUT AIR POLLUTION WHILE EXPLORING THE CITY”

Our Racers
“AIRAMAZING RACE IS THE MOST AMAZING AND CLEANEST RUN IN THE CITY”

Our Racers
WHAT’S AIRMAZING RACE

AIRMAZING RACE IS AN ANNUAL CITY-HUNT EVENT, ENCOURAGING PARTICIPANTS TO EXPLORE THE RELATIONSHIP BETWEEN AIR POLLUTION IN HONG KONG WITH THE URBAN DEVELOPMENT, TRANSPORT SYSTEM AND LIFESTYLE OF URBANITIES.

SINCE 2011, AIRMAZING RACE HAS HELPED FUND LONG-TERM SOLUTIONS TO AIR POLLUTIONS IN HONG KONG.

WHERE THE MONEY GOES TO:

1. Support CAN’s educational programs, outreaching schools and various communities.

2. Remaining proceeds (after campaign costs) support CAN’s air-proving initiatives.

AIRMAZING RACE IS CAN’S ANNUAL FLAGSHIP EVENT.

IN 2016, 3 RACES ARE HELD: 2 CORPORATE EVENTS, 1 PUBLIC EVENT.
WHO’S PARTICIPATING?

2016 is the 6th year AirMazing race has been held, serving over 3000 citizens. Racers will take to the streets, unlocking checkpoints about air pollution.

3000 Racers
300 Schools
500 Volunteers

This year 2016

600 Racers
17 Schools
11 Corporate Partners

Sponsors
- Sponsor Prizes
- Direct Donation
- Participating with Corporate Team
MILESTONE

2016 萬花同行 Walk in kaleidoscope - Central
Bloomberg Airmazing Race - Central
AXA Airmazing Race - Quarry Bay

2015 步走孤城 lonely paceman lost in the urban jungle - Kwun Tong

2014 Central with 前哨戰 – 成年組「索氣•推車•大作戰」

2013 The Airmazing Race 3 Central

2012 The Airmazing Race 2 Kowloon

2011 The Airmazing Race 1 Central
PAST CAMPAIGN SUCCESS STORIES

AIRMazing Race 2016:

1. **High Participation Rate:** 300 citizens
2. Completing over **30** challenges
3. Social media engagement on **Facebook**, including contesting for most liked photo competition
4. Participants rate Airmazing Race a fun way to learn more about air pollution.

Innovative iPad program to guide racers locate checkpoints
USING INNOVATIVE CITY-HUNTING GAME PROGRAM
MEDIA COVERAGE

Airmazing Race 2011
(News coverage on Jun 2, 2011)

Singing Tao Daily
星島日報 (F3), 2 Jun 2011

Airmazing Race
(News coverage on Jun 2, 2012)

HKET
經濟日報 (C5) – Tue Jun 2, 2012
PRESS RELEASE

CITY-HUNT WITH A BIGGER MISSION
300 STUDENTS AND WORKING ADULTS RACED TO LEARN MORE ABOUT AIR POLLUTION

The Race, organized by non-profit organization Clean Air Network in the 6th consecutive year, has attracted over 2,500 racers in the past 5 years. As suggested by the main theme of this year’s Race - Walk in Kaleidoscope - racers are encouraged to rethink how walkability and city planning would affect air pollution in Hong Kong through walking and exploring in the CBD of Central District.

Around 300 secondary school students and working adults joined the Race. They had completed over 20 challenges scattered in Central District, including an investigation of hidden public space in Star Ferry Pier, observation of behavior of city dwellers, etc.

During the opening ceremony, participants were dressed in blue and green to demonstrate the initiative for a more walkable Hong Kong, which prioritize public transport and cycling over private transport.

“It is a fun and interactive way to initiate a dialogue among schools and corporates about air pollution,” said Patrick Fung, CEO of Clean Air Network. “Parents, schools and corporates has expressed concerns about air pollution in Hong Kong, as the health of their children, students, and staff are greatly affected.”

According to The Hedley Index established by the School of Public Health of HKU, in 2015, air pollution caused over 2,000 premature deaths and over HKD 30bn economic loss in Hong Kong.

Patrick Fung, CEO of Clean Air Network, concluded, “The general trend of sustainable cities around the globe is changing its way of city planning, putting people first and priorities go to pedestrian and sustainable planning.

However, Hong Kong has always been a car-oriented city. Therefore, Clean Air Network has been proposing the transformation of Des Voeux Road Central into a pedestrian and tram-only precinct. The Race, which takes place in Central, enables participants to think about the correlations between walkability and air pollution.”

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