



Announcing the King of the Hills Altra Mountain Marathon Series 2019/20

We are delighted that **Altra Hong Kong** has come on board as product sponsor for the King of the Hills Altra Mountain Marathon Series 2019/20. Their support, in this the 22nd season of KOTH, allows us to continue Asia's longest running off-road series as an accessibly priced, competitive but fun community event.

Race registration will begin at 12 noon on 2 September 2019 at <http://www.seyonasia.com/koth>. It will be first come, first served rather than ballot format up to our AFCD-mandated maximum entry quota. The top 3 in each category from the previous season will be given the chance to pre-register beginning on 31 August. The entry fee is \$900 for the entire series of four races or \$250 per race. The schedule this season is:

24 Nov 2019 KOTH Altra Taipo
5 Jan 2020 KOTH Altra HK Island
9 Feb 2020 KOTH Altra Lantau
1 March 2020 KOTH Altra Sai Kung

Thanks to **Altra Hong Kong**, the King and Queen of the Hills this year will receive a pair of Altra running shoes <http://bit.ly/2YCTzdo>. Individual full and half marathon winners of each race will receive \$1,000 coupons redeemable for selected merchandise at Gone Running. Category coupon prizes are \$750 for first (other than the overall winner), \$450 for second and \$300 for third.

Race Bib and Shirt Collection

This season **ALL** race bib and shirt collection will take place at **Gone Running**, 16/F 137-139 Johnson Road, Wanchai. Collection will be possible the Monday to Saturday prior to each race. Only in very extenuating circumstances (e.g. replacement bib) will bib collection be possible on race morning at the race venue.

Happy trails.

Keith

The Altra Story

Altra was created to help runners learn and experience the benefits of low-impact running with footwear that doesn't disrupt a runner's natural style. All Altra running shoes featured balanced cushioning, meaning no difference between the height of the cushioning at the heel and the forefoot, and a foot-shaped toe box to mimic the shape of a healthy foot. This concept is believed to help restore your feet and body to their natural position, improve running technique and help you run better and more comfortably with less injury

About Gone Running

Gone Running was founded by a group of dedicated elite trail and road runners with the passion of serving and supporting the local running community. As part of building that community we love to support local races, organize events, such as the yearly Hong Kong Trail Running Awards (recognizing exceptional performance in the local trail running community), and support several great local charities

such as RUN HK, Trail Runners Association of Hong Kong, Christian Zheng Sheng College, Trail Running Nepal...etc. We aim to provide the best running advise and shopping experience to our customers. John, JoeJoe and Peter have participated in KOTH events over years and now so pleased to be supporting the races.

<以下為中文譯本>

2019/20 年度 ALTRA 山野之王系列賽

我們非常高興宣布 ALTRA Hong Kong 成為今屆賽事的商品贊助商，好讓我們能夠維持一個價格合理、競爭激烈同時富有趣味的本地賽事，也使這個亞洲最悠久的越野跑賽事能順利踏入第廿二屆。

今屆公開報名將於 2019 年 9 月 1 日中午開始，有意者可在賽事網頁 <http://www.seyonasia.com/koth> 登入。報名形式將採用先到先得方式，而非抽籤的形式舉行。今屆賽事的參賽名額全數以公開報名形式分配，而上屆各組排名頭三位的選手可於 2019 年 8 月 31 日開始優先報名。每分站的參賽費用為 HK\$250，報名系列賽全數 4 個分站的參賽費用為 HK\$900。今屆所有分站賽期如下：

Altra 山野之王大埔站 2019 年 11 月 24 日

Altra 山野之王港島站 2020 年 1 月 5 日

Altra 山野之王大嶼站 2020 年 2 月 9 日

Altra 山野之王西貢站 2020 年 3 月 1 日

本屆的「山野之王」及「山野之后」將可獲贈 Altra 跑鞋一對(可參閱：<http://bit.ly/2YCTzdo>) 各分站半馬及全馬冠軍獲贈 Gone Running 喜跑 HK\$1,000 精選貨品換購券。此外，各分站組別頭三名將分別獲贈 Gone Running 喜跑精選貨品換購券 HK\$750(組別第一名)，HK\$450(組別第二名)，HK\$300(組別第三名)。在此鳴謝 Altra Hong Kong 及 Gone Running 喜跑贊助各獎項。

領取號碼布及賽事紀念衫

今屆所有賽事號碼布及賽事紀念衫將在 Gone Running 喜跑(地址：灣仔莊士敦道 137-139 號 16 樓)領取。領取日期將定於每站賽事週的星期一至星期六。今屆各分站賽事當天的接待處只會為選手處理突發情況下補領號碼布。

Keith 謹啟

關於 Altra

Altra 的創立是希望跑者穿上跑鞋後，體驗低衝擊，感受舒適跑而不會影響跑者自然跑奔跑方式。所有 Altra 鞋類產品均具備平均緩震軟墊，意即鞋頭至鞋跟的中底厚度一致(Zero Drop)。此外，Altra 跑鞋的鞋頭根據人類前腳掌形狀設計(Wide-ToeBox)，當穿上 Altra 跑鞋時，腳掌能在鞋橢自然伸展著地，減少前掌變形，保護腳掌。設計概念源於人體工學，目的是令跑者重拾自己跑步姿態、改善跑步技巧和舒適度，減低受傷機會。

關於 Gone Running 喜跑

「喜跑」由一群志同道合優秀跑手創立，立志服務本地喜愛跑步的各界人士。藉著支援本地賽事、統籌和舉辦相關活動予本地越野跑社群。「喜跑」一手籌備年度「香港越野跑頒獎禮」(Hong Kong Trail Running Awards)，藉以表揚傑出跑手、為越野跑作出貢獻的各單位等。他們過去也協助及資助過很多非牟利或志願團體，例如：HK RUN、香港越野跑步總會(TRAHK)、基督教正生書院，以及 Trail Run Nepal 等等。「喜跑」的各員工亦是有經驗跑者，樂意提供和分享跑步心得，讓每位顧客光臨後稱心如意。「喜跑」的 John、JoeJoe 和 Peter 過去多年均身體力行參與山野之王賽事，現在他們更以贊助商身份支持賽事，回饋我們這個大家庭。