



香港賽馬會

The Hong Kong Jockey Club

同心同步同進 RIDING HIGH TOGETHER



## **Information about The Hong Kong Jockey Club's**

### **"21-Day Challenge"**

The Hong Kong Jockey Club's "21-Day Challenge" -- the key activity of the Club's "Striding On" community betterment programme -- is an online engagement programme that aims to encourage people of all ages and backgrounds to take on new challenges and to embrace new perspectives as the first step to self-improvement.

For the first 10,000 participants who have registered for a challenge, the Club will donate HK\$365 per person to Hong Kong Committee for UNICEF if the whole challenge is completed. Hence, in addition to acquiring new skills and knowledge, participants will also benefit the community, which echoes the Club's spirit of "progressing together for a better future" with the community.

<b>21-Day Challenge</b>		
<b>Aims</b>	<ul style="list-style-type: none"><li>• To encourage the public to engage in a new experience and embrace new skills</li><li>• Inspire participants to strive for self-improvement</li></ul>	
<b>Registration period</b>	20 July (Thu) – 31 December (Sun) 2017	
<b>Website</b>	<a href="http://21day.hkjc.com/">http://21day.hkjc.com/</a>	
<b>Eligibility</b>	<ul style="list-style-type: none"><li>• All ages and backgrounds are welcome</li><li>• No limit to the number of participants</li></ul>	
<b>Themes</b>	<b>Phase 1:</b> <ul style="list-style-type: none"><li>• Sports</li></ul>	<b>Phase 2:</b> <ul style="list-style-type: none"><li>• Arts and culture</li></ul>
<b>Details of challenges</b>	<b>Phase 1:</b> <ul style="list-style-type: none"><li>• Challenge 1: <b>Get your legs in shape with Sarah Lee</b></li><li>• Challenge 2: <b>Build a home gym with Joao Moreira</b></li><li>• Challenge 3: <b>Eat healthy with Rex Tso</b><ul style="list-style-type: none"><li>➢ Only 1 challenge is allowed at a time</li><li>➢ Each challenge consists of 21 tasks last for 21 days</li><li>➢ Tasks include: reading articles, watching tutorial videos, downloading guides, uploading photos, etc.</li><li>➢ 10-15 minutes required to complete one task each day</li><li>➢ Participants must finish the 21 tasks consecutively to complete the challenge</li></ul></li></ul> <p><i>(Details of Phase 2 to be announced)</i></p>	



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<b>Donations</b>	<ul style="list-style-type: none"><li>• Beneficiary: <b>Hong Kong Committee for UNICEF</b></li><li>• Club to make progressive donations for each completion of weekly tasks for the first 10,000 participants, maximum accumulated amount per participant is <b>HK\$365</b>:<ul style="list-style-type: none"><li>➢ Completion of 7-Day tasks: amount HK\$55</li><li>➢ Completion of 14-Day tasks: incremental amount HK\$100</li><li>➢ Completion of 21-Day tasks: incremental amount HK\$210</li></ul></li></ul>
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20 July 2017

Public Affairs Department