



**Information about The Hong Kong Jockey Club’s
‘Striding On — 21-Day Challenge’ Programme - Phase Two**

The Hong Kong Jockey Club’s “Striding On — 21-Day Challenge” — the key activity of the Club’s “Striding On” community betterment programme — is an online engagement initiative that aims to encourage people of all ages and backgrounds to take on new challenges and to embrace new perspectives.

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.

“Striding On — 21-Day Challenge”					
Aims	<ul style="list-style-type: none"> • To encourage the public to engage in a new experience and embrace new skills • Inspire participants to take on new challenges 				
Registration period	20 July (Thu) – 31 December (Sun) 2017				
Website	http://21day.hkjc.com/				
Eligibility	<ul style="list-style-type: none"> • All ages and backgrounds are welcome • No limit to the number of participants 				
Themes	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;">Phase 1:</td> <td style="width: 50%; vertical-align: top;">Phase 2:</td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Sports and healthy living </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Arts and culture </td> </tr> </table>	Phase 1:	Phase 2:	<ul style="list-style-type: none"> • Sports and healthy living 	<ul style="list-style-type: none"> • Arts and culture
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Details of challenges	<p>Phase 1: (commencing 20 July)</p> <ul style="list-style-type: none"> • Challenge 1: Get your legs in shape with Sarah Lee • Challenge 2: Build a home gym with Joao Moreira • Challenge 3: Eat healthy with Rex Tso <p>Phase 2: (commencing 8 September)</p> <ul style="list-style-type: none"> • Challenge 1: Dance with Sunny Wong • Challenge 2: Explore creativity with Alice Mak • Challenge 3: Explore music with Leon Ko <ul style="list-style-type: none"> ➢ Only one challenge is allowed at a time ➢ Each challenge consists of 21 tasks and running for 21 days ➢ Tasks include: reading articles, watching tutorial 				



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	<p>videos, downloading guides, uploading photos, etc.</p> <ul style="list-style-type: none">➤ 10-15 minutes required to complete one task each day➤ Participants must finish the 21 tasks consecutively to complete the challenge
Donations	<ul style="list-style-type: none">• Beneficiary: Hong Kong Committee for UNICEF• Club to make progressive donations for each completion of weekly tasks for the first 10,000 participants, maximum accumulated amount per participant is HK\$365:<ul style="list-style-type: none">➤ Completion of 7-Day tasks: amount HK\$55➤ Completion of 14-Day tasks: incremental amount HK\$100➤ Completion of 21-Day tasks: incremental amount HK\$210

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8 September 2017
Public Affairs Department