

RUN for HOPE 2026

EVERY MOVE COUNTS

ALLIANCE CHALLENGE 1,000,000 KCAL

Run for Hope 2026 is a fitness and charity challenge that turns everyday movement into real impact. By achieving the 1,000,000 kcal goal, Alliance will donate to Po Leung Kuk.



**EVERY 100 KCAL
= HKD 8 FOR CHARITY**



Beneficiary



保良局
PO LEUNG KUK

MOVE SMART

A fully digitalised movement challenge powered by a dedicated event app.

- Design your own avatar with fun accessories
- Track and submit activity records
- View results and real-time Energy Ranking

MOVE YOUR WAY

Choose how you move, every activity counts, and every kcal creates impact.

- Unified unit: kcal (energy burned)
- Track via app or smart devices
- No device? Upload photos with activity type and duration

MOVE TO LEAD

Top Movers Leaderboard and Kcal Milestones:

Compete to become **Top 5 Energy Burners** on the leaderboard
Unlock achievements and character upgrades along the way.
Reach 3,000 kcal to unlock a new costume set.



HOW TO JOIN

1. Form a team of up to 4 or join individually;
2. Complete any activity for **at least 30 minutes per session**
3. Track your activity using apps, e-devices, or by taking photos
4. Log in to the event app to submit your results with supporting proof and photos

All Activities Count

50+ activities tracked, all converted into kcal using a standard method. Examples:



7 Event Trophies



2 Individual Men's Trophies
2 Individual Women's Trophies
(Internal & Open)

2 Team Trophies
(Internal & Open)

1 Department Trophy
(Internal only) #

#Participants from Alliance will be allocated into 3 teams :
- Head Office Support Teams: Executives, F&A, HR, ESG, IT
- Concrete Division : Sales, Operation, CSC, Logistics
- Aggregates Division: Quarry, E&M

The department that achieves the highest kcal results per person wins.

Weekly Photo Competition

Capture your movement moments!

- Open to all participants
- Upload activity photos
- Weekly winners selected by most likes
- Special prizes to be awarded



EVENT APP



IOS



ANDROID

MOVE ANYTIME. ANYWHERE.

1 OCT – 31 DEC 2026

Gold Sponsors



SANY 中富香港

Silver Sponsors

Edwin Lai International Limited

