



## World Executives Digest (2017-12-18)



### **DYXnet Group takes on title sponsorship of this year's "HOPE worldwide Great Santa Night Run" to raise funds for needy children**

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*We will ramp up our charitable activities in 2018 by channelling more of our time, talent and resources into worthy causes -- DYXnet Group chief*

HONG KONG, Dec. 18. 2017 /PRNewswire/ -- DYXnet Group helped spread Christmas cheer among the poor and needy this month by taking on title sponsorship of the HOPE worldwide Great Santa Night Run 2017 at the Hong Kong Science and Technology Park (HKSTP) on the past Saturday.

The event -- this year dubbed the "DYXnet Group x HOPE worldwide Great Santa Night Run 2017" -- was organised by HOPE worldwide, an international charity that harnesses compassion to deliver high-impact, community-based services to the poor and needy.

Some 1,500 runners of all ages took part in the run dressed in Santa Claus costumes to raise a targeted HK\$300,000 for underprivileged children in Hong Kong's Sham Shui Po and Tin Shui Wai districts. Races included the "4 x 1km Relay" for organisations or corporate teams, as well as the "8km Individual", "3km Family Run", "3km Buddy Run" and "1km Christmas Fun Walk" for individual competitors or families.

DYXnet Group Founder and CEO Lap Man fired the starting gun and delivered a speech applauding Hong Kong citizens for their willingness to support charities. He was flanked by guests who included MTR Corporation Chairman Professor Frederick Ma Si-hang, celebrated local artist and event ambassador Phil Lam and HOPE worldwide (HK) ambassador Cheung Man-sun.



More than 50 DYXnet Group employees and their families completed the course on 16 December wearing specially-designed Santa outfits to compete for the DYXnet Group Charity Cup, or acted in a support capacity to cheer on our runners, who were able to choose from the "8km Individual", "3km Family Run", "3km Buddy Run" or "1km Christmas Fun Walk" races.

Winners carried off trophies, while each and every runner received a special pack of goodies containing a Christmas bag gift, Santa Claus suit and other items.

Lap Man said: "This run is an important part of our corporate social responsibility programme this year, and will help us mobilise more resources for local children in need. DYXnet Group is a people-orientated company, driven by core charity values of collaboration, engagement and connectivity with the community."

He added: "I encouraged my colleagues and their families to take part in the run as a demonstration of our community spirit in action -- raising funds for a good cause. In fact, I am happy to announce we will ramp up DYXnet Group's charitable activities in 2018 by channeling even more of our time, talent and resources into worthy causes."

Other attractions were themed booths and games providing carnival-style enjoyment for young and old alike and included DYXnet Group's mini-puzzle challenge.

HOPE worldwide is an international Christian charity that brings people together to deliver sustainable and high-impact education and health services to the poor and needy. The International Churches of Christ founded HOPE worldwide in 1991 in response to the Scriptures' call to serve the poor and needy throughout the world. The HOPE worldwide Great Santa Run has been staged every Christmas in Hong Kong since 2014.