



For Immediate Release

8<sup>th</sup> March, 2009

## **Canon presents: Hong Kong Yogathon 2009**

*Yoga experts and enthusiasts come together to celebrate*

The second **Hong Kong Yogathon** was held today in the Hong Kong Jockey Club Happy Valley Racecourse with magnificent attendance of over 500 yoga experts and enthusiasts practicing and enjoying the outdoor yoga event. A special Children Zone is also created with certified yoga instructors introducing the concept of focus and concentration via yoga practice, making the **Hong Kong Yogathon** a healthy and appealing event for the whole family.

### **Greater success with increased participants second time round**

The first ever **Hong Kong Yogathon** was successfully conducted last June with great support from all participants. This time round, with more sponsors and more support for the **Hong Kong Yogathon**, over 500 participants from all over the world have come together for this great event. On that day, participants practiced together under the guidance of professional yoga instructors, with some persisting for 8 hours starting from noon, breaking the record for **Hong Kong Yogathon**. Also, all participants were awarded with a certificate approved by the Yoga Federation of India as a sign of gratitude for their support in the event.

### **A simple ceremony to signify the start of Hong Kong Yogathon**

The organizer has also invited pop singers **Deep Ng, Keith Wong and Alex Wu** along with **Winnie Young, President of Wai Yin Association 08/09** and members **Fiona Yuen, Chloe Chow, Jacqueline Lam** and **Ivy Sung** to officially kick-off the event and cheer for the participants.

### ***Title Sponsor Canon Hongkong Co. Ltd. to help energize the public***

The second **Hong Kong Yogathon** by Title Sponsor **Canon Hongkong Co. Ltd.**, who has always been enthusiastic about supporting charitable organizations and fulfilling their responsibility to the public. **Canon Hongkong Co. Ltd.** aims to emphasise a healthier way of life for Hong Kong people via the **Hong Kong Yogathon** event.

Also, the event organizer will donate not less than HK\$60,000 to the **Hong Kong Hereditary and High Risk Breast Cancer Programme** (co-founded by **Stanford University** and **Hong Kong Sanatorium and Hospital**) for medical research and community education purposes.



Details of the first-ever “Hong Kong Yogathon 2009” charity fundraising event:

The Hong Kong Yogathon 2009 is happening thanks to the support of the following organizations

Operated by:	Hong Kong Yogathon (Int’l) Co., Ltd.
Event Organizer:	Strategic Management Group
Title Sponsor:	Canon Hongkong Co. Ltd.
Event Co-organizers:	Living Yoga mYoga Planet Yoga Yoga*Yoga Yoga for Life
Event Sponsors:	SOYJOY Fruits Soy Bar
Official Yoga Outfit:	Reebok
Official Water:	Bonaqua
Official Sports Drink:	BonActive
Official Timer:	SEIKO
Media Partner:	Roadshow, Jessica
Supported by:	Yoga Federation of India
Special Thanks:	Samsung Electronics, lululemon, Mantra, Hong Kong Apparel Society & Wai Yin Association

**About HRBCP**

The Hong Kong Hereditary and High Risk Breast Cancer Programme (HRBCP) was established in March 2007 and is the first community-wide programme of its kind in Hong Kong. Jointly formed by **the Hong Kong Sanatorium & Hospital and the Stanford University**, it has also gained support from more than 10 Hospital Authority and University-based hospitals and private breast specialists from various private hospitals. It offers both clinical services and data collection to improve the understanding of the spectrum of this disease in Asians, and the Chinese in particular, in Hong Kong and other parts of Asia, to enable this high risk group of women and their families to receive early screening and undertake preventive measures to achieve a significant impact on the prognosis and outcome of the disease. The programme aims to establish a genetic testing service of international standards and to pioneer genetic counselling in Hong Kong. It is a comprehensive, multidisciplinary programme which offers clinical and support services, community awareness and education programmes and research for better understanding of the disease, including setting up the Hong Kong Hereditary Breast Cancer Family Registry. The programme offers state-of-the-art care for patients both in the private and public sectors through donor support. More details are available at <http://www.hrbc.org>

---

Issued by:  
Hong Kong Yogathon (Int’l) Co., Ltd.

Through:  
SMG Strategic Marketing Group Co., Ltd.  
Alice Lui / Kennie Lo  
Tel: (852) 2572 3430  
Fax: (852) 2891 7653  
Email:[alice@smg-asia.com](mailto:alice@smg-asia.com)/ [kennie@smg-asia.com](mailto:kennie@smg-asia.com)