

Organisers:



WEEZ WALK 2023

Platinum Sponsor:



FOR IMMEDIATE RELEASE

Youth Mental Health Sports Fundraiser Weez Walk 2023 Launches

- *Weez Walk aims to raise awareness of youth mental health and suicide prevention*
- *Sponsors include Prudential, King & Wood Mallesons, CHI Residences and Allen & Overy*
- *New features include new awards and official real-time tracking platform*

(Hong Kong, 25 November 2022) The Weez Project and KELY Support Group (“KELY”), have officially launched Weez Walk 2023, a sports fundraiser to raise awareness of youth mental health and suicide prevention. The third annual fundraiser will be held from January 14 to February 19 in 2023. Participants can walk or run the 62 km Hong Kong Island Coastal Trail in one go or by stages, helping to raise awareness and funds for KELY’s vital work with Hong Kong’s young people.

The 2023 event aims to build on the success of Weez Walk 2022, where 720 participants raised over HK\$2.1 million. The 2023 event includes new category awards, and TRAILME, which will allow participants to track their progress and performance in real time.

Over the past year, statistics in Hong Kong have shown that on average, one young person died by suicide per week, with many more making suicide attempts. This event invites everyone to **“Be the one”** to help our society overcome the stigma around mental illness, and create a safe environment for young people to talk about their mental health challenges. Proceeds from Weez Walk 2023 will enable KELY to continue to develop its preventative mental health programmes.

Tony Bruno, Co-founder of The Weez Project said, *“I’m delighted to launch Weez Walk 2023, I’m particularly proud of the impact of this event on the mental health wellbeing of Hong Kong’s young people. With the new tracking features we can accurately measure participants’ performance, and I hope to see some incredible times this year!”*

Sky Siu, Executive Director of KELY Support Group said, *“Losing a young person to suicide has a profound impact on us all. We all can play a vital role in the lives of young people by equipping ourselves with knowledge on how to help, communicating our care and being proactive to bring hope through action. The Weez Walk is an example, beyond raising funds for preventative programmes, participation in this meaningful event is also a healthy challenge for us to get talking about mental health issues and encouraging team collaboration and support”.*

Prudential plc is the Platinum sponsor for Weez Walk 2023. **Jolene Chen, Group Human Resources Director, Prudential plc** said, *“Prudential plc provides life and health insurance as well as asset management services in markets across Asia and Africa. As an insurer, we believe in partnering our customers and the communities in their health journeys. We are delighted to*

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Platinum Sponsor:



support Weez Walk as we believe mental well-being is a key part of one’s overall health. Given the lack of awareness on mental health, it is so critical that collective efforts are made to normalise conversations around this important topic.”

The Weez Project also believes street art is a powerful way of expressing and promoting mental wellbeing. By partnering with HKWALLS, a non-profit arts organisation, and supported by various artists, several “Weez Art” installations with mental health wellbeing themes will be placed along the coastal trail.

The Weez Project and KELY Support Group conceived Weez Walk and Weez Art as events to help raise awareness of mental health and suicide issues in young people, and help to reduce stigma that may discourage them from potentially seeking help.

We encourage the sharing of messages of hope, positivity and comfort for young people who may be struggling with mental health issues. For more about mental health and suicide prevention, please visit weezproject.com and kely.org.

Photos



Tony Bruno, Co-founder of The Weez Project announced the launch of the Weez Walk 2023 and new features.



Charlotte Chan was the top fundraiser of schools and universities team in Weez Walk 2022 who completed the challenges in one go in just 7 hours this year, she wishes to walk the walk to arouse awareness on suicide prevention.

Organisers:



WEEZ WALK 2023

Platinum Sponsor:



Over 25 sponsors and supporters joined hand to support Weez Walk 2023, as to raise awareness on youth mental health and suicide prevention.



Ridar was painting for the flower sculpture during the event. Over 10 pieces of incredible art installations in the form of canvas, paintings and installations created around the theme of mental health will be displayed along the trail.



(From left to right) Vivek Mahbubani, Gabriella So and John Jr Chiang, ambassadors of KELY will also participate in the Weez Walk 2023.

For high resolution photos, please download via this link: <http://bit.ly/3VsKyga>

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Appendix

Basic information of Weez Walk 2023:

Event Period:

14 January 2023 (Saturday) 00:00am - 19 February 2023 (Sunday) 11:59pm

Enrollment Period:

From now till 15 February 2023 (Wednesday)

**Early bird registration lasts till 31 December, 2022 (Saturday)*

**Participants, who want to take up our challenge and complete for the best timing, must register by 9 February 2023 (Thursday)*

Event Categories

- Timed Walk/Run: Participants can join the challenge individually or as a team, and compete for the best timing either in one go or by stages on TRAILME, our official real-time tracking platform. An e-certificate of completion with the best finishing time will be included. More details can be found on our [Guidelines](#).
- Casual Walk: Participants can feel free to run / walk in any way at any time within the event period. An e-certificate of participation will be given in the end.

Fees:

- Individual (1 pax) \$375 / (early bird) \$350
- Family / non-corporate (2 - 4 pax) \$1,400 / (early bird) \$1,200
- Corporate (2 - 4 pax) \$5,000 / (early bird) Register one team and get one team free
- Students (2 - 4 pax) \$200 / (early bird) Register one team and get one team free

New Features for the Weez Walk 2023:

1. *Art installations along the trail to promote the idea of mental health wellbeing*
 - There will be a number of amazing art works by talented local artists showcased along the route. Each artwork has a theme of mental health awareness and improvement. Photos are obligatory!
2. *Real-time tracking*
 - We've significantly improved performance tracking by partnering with TRAILME, a real-time tracking app. Participants will have real time access to their progress and performance, share with friends and supporters, and see your performance overall. Participants can also share their progress on the fundraising page to appeal for public support.
3. *Amazing Category prizes*

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WEEZ WALK 2023

Platinum Sponsor:



- Each category will be awarded its own “Top Fundraiser” & “Best Timing” awards. We also added a new “Mountain Mover Award” for the company with the most participants.
- Every participant gets our unique Weez Walk T-Shirt, The 2023 edition, designed once again by Tsunami, features Jamie’s artwork and is the coolest workout Tee in town.

Event hashtag :

#WeezWalk #WW2023 #BeTheOne #Weez #KELYSG
@weezproject @kelysupportgrp

For more event details, please visit official pages :

Website: weezwalk2023.sportsoho.com/

Instagram: @kelysupportgrp @weezproject

Facebook: www.facebook.com/kelysupportgrp / www.facebook.com/WeezProject

About Weez Project

Weez Project was setup in memory of Jamie Bruno, a vibrant and creative young man. Sadly, Jamie’s life was cut short far too young when he took his own life. The Weez Project’s mission is to provide help and support for young people in Hong Kong who are facing mental health challenges, especially those who are contemplating self-harm or suicide. The aim is to encourage young people to know how to help themselves and their friends, educate teachers and parents to know more about mental health issues, and advocate for improvements in youth mental health.

weezproject.com.

About KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based non-profit organisation with the mission to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. KELY offers programmes to Chinese- and English-speaking youth around three core focus areas: Drug and Alcohol Awareness, Mental Health & Wellbeing, and Positive Youth Development. It is committed to provide mental health and peer support services for young people who are struggling with stress, worry, anxiety and other mental health challenges.

Kely.org

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