

RunOurCity

Empowering youths and connecting the community through street-running

RunOurCity believes RUN can transform lives. Through themed running events, RunOurCity inspires and challenges teenagers to achieve their goals, and nurture fun and compassionate running culture in Hong Kong.



Social Impact (as of September 2015)



1,500+

Teenagers trained



29,000+

Race runners inspired



380,000+

Kilometers run

Quick Facts

- Year established: 2013
- Entrepreneurs: Mr. Leong Cheung, Mr. Andes Leung and Mr. Francis Ngai
- SVhk roles:
 - Idea inception
 - Network support

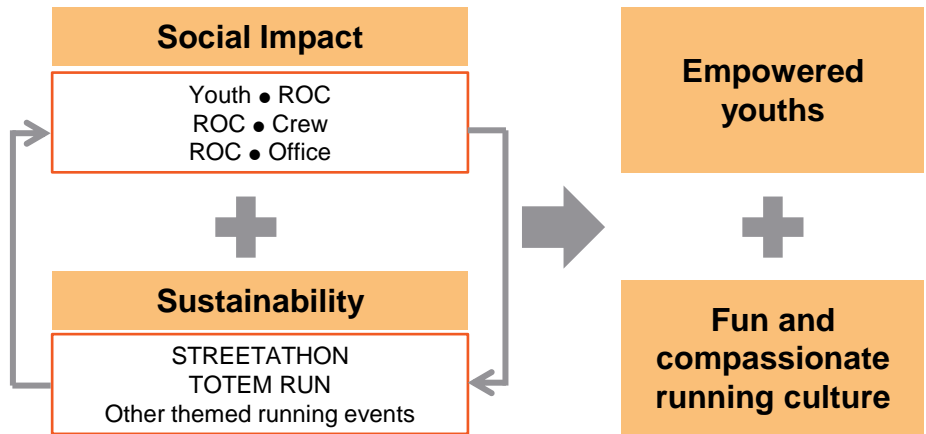
runourcity.org

! Social Innovation

- Inspire youths to take part in distance running to bring positive changes to their body, mind, social and spirit
- Create a collaborative platform to organize running events
- Maintain sustainable model to support non-profit organizations and initiatives

Business Model

RunOurCity builds social impact and business sustainability through street-running programs and running events.



Activities



YOUTH·ROC

8-week street-running program to train youths to achieve their goals, improve their health, develop a "can-do" attitude, expand their social circle and understand more about their communities

YOUTH·ROC Explorer

Offers free overseas race participation to selected Youth.ROC graduates, to enrich their horizons and motivate them to overcome personal limits

ROC·CREW

A street-running community of casual runners, city explorers, sports junkies and creative trainers

Races and themed running events

STREETATHON
TOTEM RUN
The BackStreet Run