

Friday, 15 September 2017

Chinese ultra-marathon champion set to run in Blackmores Sydney Marathon

Ultra-marathon champion Chen Pen Bin has been announced as the first Chinese ambassador for the Blackmores Sydney Running Festival to promote the event and encourage visitation to NSW.

China's first international ultra-marathon champion, Chen Pen Bin is famous for running 100 marathons in 100 consecutive days across nine provinces in China. He was also the first Chinese runner to compete in an ultra-marathon on all seven continents.

Secured by the NSW Government's tourism and major events agency, Destination NSW, the agreement with Chen Pen Bin will see Sydney and NSW promoted in the key inbound visitor market of Mainland China.

Destination NSW Chief Executive Officer, Sandra Chipchase said "China is Sydney and NSW's largest inbound tourism market and we are delighted to see this iconic event showing our beautiful Harbour City to potential Chinese visitors.

"More than 4,000 interstate and overseas visitors will travel to Sydney to run in the Blackmores Sydney Running Festival, and we expect strong visitor growth to the Festival for many more years to come," Ms Chipchase said.

Blackmores Sydney Running Festival China ambassador, Chen Pen Bin said he is excited to compete on the Sydney Marathon course.

"The Blackmores Sydney Marathon is one of the world's most scenic running events. I look forward to running across the Sydney Harbour Bridge, and past Sydney's landmarks including the Royal Botanic Gardens, Darling Harbour and Centennial Park. Finishing the marathon at the Sydney Opera House will be a special moment for me and something that I will remember for many years to come.

"After the race, I'm eager to explore the Blue Mountains, Sydney Fish Markets and Taronga Zoo," Mr Chen Pen Bin said.

Race Director Wayne Larden said the number of international participants continues to rise, as Sydney cements its reputation as a major international running event.

"The Blackmores Sydney Marathon is one of the world's premier endurance events and attracts participants from all over the world. Its International Association of Athletics Federation Road Race Gold Label status places it alongside marathons such as London and New York," Mr Larden said.

Six Chinese media including sports channel *NetEase.com*, men's lifestyle magazine *Bazaar Men's Style*, lifestyle website *sohu.com*, travel channel *tencent.com* and video streaming channels *Youku* and *Can Video* will shadow Chen Pen Bin while he travels in NSW to capture and share the beauty of the region with fellow Chinese travellers.

In the year ended March 2017, NSW welcomed 701,000 visitors from Mainland China, who spent almost \$3 billion in the State¹.

Destination NSW will also host five Singaporean and four Malaysian media in Sydney and NSW to participate in the Blackmores Sydney Running Festival and promote visitation to the State.

The Blackmores Sydney Running festival will be held on Sunday 17 September. More information on the event can be found at <https://www.sydneyrunningfestival.com.au/>.

For more information on things to see and do in Sydney visit sydney.com, and in Regional NSW, go to: visitnsw.com.

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¹ Mainland China Market Profile. Year End March 2017.

<https://www.destinationnsw.com.au/wp-content/uploads/2014/04/Mainland-China-YE-Mar-17.pdf>