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PRESS RELEASE

PENANG HILL HERITAGE FOREST CHALLENGE (PHHFC) RETURNS FOR ITS 9th EDITION

Penang Hill Corporation (PHC) announces the return of the highly anticipated annual Penang Hill Heritage Forest Challenge. Scheduled for its 9th edition, this year's **PHHFC2024** will take place on **Sunday, 18 August 2024**.

Supported by the Penang State Government, PHC will once again collaborate with key partners including the Penang State Sports Council, Penang Island City Council, Penang State Forestry Department, and Penang Hill Residents' Association. Event management will be entrusted to Endurance Nature Sdn Bhd.

The Penang Hill Heritage Forest Challenge, which debuted in 2014, is designed to showcase Penang as a premier eco-tourism destination while fostering awareness and appreciation for environmental and heritage conservation within the Penang Hill Biosphere Reserve. This event serves as a testament to sustainable practices and responsible tourism initiatives.

This year's race will feature two routes: a 7km and 13km course, both starting from the Padang Serbaguna, Taman Bandaraya (Youth Park), and proceed directly up using the Moon Gate Trail, finally ending at Dataran, Penang Hill at atop the hill.

With four categories for both route courses - Men's Open, Men's Veteran, Women's Open, and Women's Veteran - participants have the opportunity to compete and challenge themselves amidst the stunning backdrop of the Penang Hill Biosphere Reserve. Cash prizes await the top finishers of the 13km course run in each category, while additional prizes available through a lucky draw for all participants who successfully complete the run. Winners in the 7km course run will receive trophies and sponsors' products.

Online registration is now open, with an early bird rate of **RM35.00** for the 7km route course and **RM55.00** for the 13km route course available until **30 April 2024**. From **1 May to 20 July 2024**, the standard registration fee of **RM45.00** for the 7km run course and **RM65.00** for the 13km run course shall apply.

"The **PHHFC2024** is Penang Hill's signature yearly event that offers an opportunity for participants to connect with nature and appreciate the scenic beauty of the Penang Hill Biosphere Reserve while engaging in healthy activity," said Dato' Cheok Lay Leng, general manager of PHC. "We warmly welcome everyone to join either of the competing courses, as the routes immerse you in the heart of the Penang Hill Biosphere Reserve".

PHC also welcomes sponsorship from organisations or individuals who wish to contribute and show their support for this event.

For more information and registration, visit <https://cps4.me/PHHFC2024> or follow Penang Hill on social media channels to stay updated on the latest news and updates.

The details of the Penang Hill Heritage Forest Challenge 2024 (PHHFC2024) are as follows: -

Date : 18 August 2024 (Sunday)
Time : 7.00 a.m. – 12.00 p.m.
Starting Point : Padang Serbaguna, Taman Bandaraya (Youth Park)
Finishing Point : Dataran, Penang Hill (upper station)
(The route maps are attached herewith.)

Participation

Registration is open to all **Malaysians and international participants aged 15 years old and above** under the following categories:

| Category | Age |
|-----------------|-------------------|
| Men's Open | Aged 15 - 44 |
| Men's Veteran | Aged 45 and above |
| Women's Open | Aged 15 - 44 |
| Women's Veteran | Aged 45 and above |

****Age is calculated as of 1st January 2024.**

Prizes

Prizes for the **7km and 13km route courses**, which will be awarded to top finishers for all four (4) categories are as follows: -

1) 7km Route Course

| Prize Ranking | Prizes |
|-----------------------|-----------------------------|
| 1 st Prize | Trophy + Sponsors' Products |
| 2 nd Prize | Trophy + Sponsors' Products |
| 3 rd Prize | Trophy + Sponsors' Products |

2) 13km Route Course

| Prize Ranking | Prizes |
|-----------------------|----------------------|
| 1 st Prize | Trophy + RM 1,500.00 |
| 2 nd Prize | Trophy + RM 1,000.00 |
| 3 rd Prize | Trophy + RM 500.00 |
| Consolation x 5 | RM 200.00 |

Other Entitlements

- Each registered participant will receive a goodie bag and a t-shirt.
- All participants will receive a finisher medal and an e-Certification of recognition.
- All participants who successfully complete the run will be entitled to a lucky draw.

Registration Fee

1) 7km Route Course

Early bird: RM35.00

Standard: RM45.00

2) 13km Route Course

Early bird: RM55.00

Standard: RM65.00

The early bird registration is from now until **30 April 2024** while the standard registration fee is from **1 May to 20 July 2024**. Online registration is available at <https://cps4.me/PHHFC2024>. Terms and conditions apply.

****Closing date for registration is on 20 July 2024.**

**** All registration is subject to a processing fee.**

Race Kit Collection

The race kit collection point is located at the **Information Counter, Penang Hill Lower Station** during office hours between **9.00 am – 5.00 pm** from **15 – 17 August 2024**.

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About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

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PHHFC2024 Route Map – 7km



PHHFC2024 Route Map – 13km

