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Press Release

13 Jul 2021

Hong Kong Life and Christian Family Service Centre Jointly Organize the Harmony Pastel Art Class for Children to Enjoy the Fun and Harmony during the Process of Creating

Hong Kong Life Insurance Limited ("Hong Kong Life") has always been actively participating in charitable and volunteering activities, conveying love and care to the needy, and committed to promoting a corporate culture of serving the society.

As the COVID-19 pandemic has lasted for more than one year, not only has the number of school days been significantly reduced, but many extra-curricular activities in school have also been suspended. With the reduction of school classes and extra-curricular activities, students are more prone to negative emotions due to lack of social interaction, which is difficult to resolve. The physical and mental wellbeing of students are of great concern, especially for those from underprivileged families who need support particularly.

In view of this, Hong Kong Life has partnered with the Christian Family Service Centre ("CFSC") to organize Harmony Pastel Classes for children aged 6-12 from underprivileged families. The objective of this event is to inspire the students from underprivileged families to develop an interest in Harmony Pastel Art and stimulate their potential, while at the same time calling more public attention to them in order to obtain more resources and support.

A series of 20 lessons of the Harmony Pastel Art Class has started in April. Through the professional mentor's guidance, children can easily master the Harmony Pastel technique and enjoy the fun during the process of creation, so as to express their emotions. To show the recognition and encouragement of the children's effort in learning Harmony Pastel Art, Hong Kong Life will select twelve pieces of Harmony Pastel artwork after the completion of the course, for creating the Hong Kong Life's 2022 desk calendar as souvenirs to all participating children and customers.

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Ms. Micky Cho, Chief Marketing Officer of Hong Kong Life, said: "Restricted by their family conditions, grass-roots students lack the opportunities to develop their personal interests and potential. Harmony Pastel Art is a simple and relaxing way of painting that students can use their imagination and freely paint whatever they want, thereby relieving their emotions. Through this event, Hong Kong Life hopes that they will be encouraged to develop their creative thinking and express their own feelings, so as to promote their physical and mental wellbeing while simultaneously also calling more public attention to the underprivileged families and their needs so that more resources and support can be allocated to them."



Children were mastering the Harmony Pastel technique easily and enjoy the fun during the process of creation, under the professional mentor's guidance

About Hong Kong Life

Established in 2001, Hong Kong Life Insurance Limited ("Hong Kong Life") was founded by five local financial institutions including Asia Insurance Company Limited, Chong Hing Bank Limited, CMB Wing Lung Bank Limited, OCBC Wing Hang Bank Limited and Shanghai Commercial Bank Limited, which laid their foundations and have been serving customers in Hong Kong for more than 50 years in average. Through our extensive network of around 150 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Wing Hang and Shanghai Commercial Bank, we offer efficient one-stop integrated products and services to customers.

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About Christian Family Service Centre

Christian Family Service Centre (CFSC) was established in 1954. Over the years, the Agency's work gradually extended and it has now developed into a multi-service agency, with the mission to support and enhance family functioning and to foster an environment for growth and change.

In 2014, we re-organised the services into the 10 core services which is divided into 2 categories, (i) "People-centred Service" includes Children and Family Services, Youth Services, Elderly Care Services, Services for People with Disabilities, Mental Health Services; (ii) "Community-oriented Service" includes Active Aging Services, Opportunities and Inclusion for People with Disabilities, Medical and Health Services, Community Development Services, Environmental Protection and Green Living. Last year, we reached and helped over 1,220,000 beneficiaries throughout the territory. For more information about CFSC, please visit www.cfsc.org.hk.

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