



香港人壽
hong kong life



Press Release

25 Aug 2021

Hong Kong Life and Christian Family Service Centre Supports the Mooncake Donation and Charity Sales Event Conveying love and care to the needy

Hong Kong Life Insurance Limited ("Hong Kong Life") is active in charitable and volunteering activities and committed to promoting a corporate culture of serving the society. Mid-Autumn Festival will soon be upon us. Hong Kong Life supports the Charity Mooncake Donation and Sales Event organized by the Christian Family Service Center, letting the public to share the fragrant soft and smooth Lava Custard Mooncake to their beloved one during the festival while conveying love and care to the needy at the same time.

Hong Kong Life has been participating the volunteers, donation and fund-raising activities of the Christian Family Service Center since 2018, and will continue to donate mooncakes to the center members this year in order to share the joy with those in need through kind deeds in the festive season. In addition, Hong Kong Life also supports the Christian Family Service Center "Charity Lava Custard Mooncake Sale 2021" this year. For every box of "Mini Lava Custard" Charity Mooncake sold, Hong Kong Life will donate HKD10 to the Christian Family Service Center. All donations will be fully transferred to the Christian Family Service Center without any cost deduction for their service and development usage.

Order Details

From now till 13 September 2021, the order of the Charity Lava Custard Mooncake is made available on Christian Family Service Centre's website. For details, please visit the following website: <https://shop.cfsc.org.hk/>

Ms. Micky Cho, Chief Marketing Officer of Hong Kong Life, said: "Hong Kong Life has been supporting the volunteers, donation and fund-raising activities of the Christian Family Service Center over the years. This Year, Hong Kong Life supports the Christian Family Service Center "Charity Lava Custard Mooncake Sale 2021" and the "Matching Fund Program". For every box of "Mini Lava Custard" Charity Mooncake sold, Hong

香港人壽保險有限公司 Hong Kong Life Insurance Limited

香港皇后大道中183號中遠大廈15樓 15/F Cosco Tower, 183 Queen's Road Central, HK



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Kong Life will donate HKD10 to the Christian Family Service Center. We hope the event could make this year's mid-autumn festival to be an meaningful one and also further underlines Hong Kong Life's commitment to fulfilling its corporate social responsibility."



(圖片只供參考)

Hong Kong Life Supporting the "Charity Lava Custard Mooncake 2021"

About Hong Kong Life

Established in 2001, Hong Kong Life Insurance Limited 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.

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, CFSC 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,

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☎ 2290 2882

✉ HongKongLifeCS@hklife.com.hk

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☎ 2530 5682



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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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 2290 2882

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 2530 5682



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