

17 October 2022

Press Release**Hong Kong Life Sponsored Charity Film Appreciation of
“Far Far Away” to Rediscover the Cultural Diversity of
Hong Kong with Low-income Families**

Rooted in Hong Kong for over 20 years, Hong Kong Life Insurance Limited (“Hong Kong Life”) has been actively participating in community services and charitable events to support community development and strengthen the sense of community in Hong Kong. Hong Kong Life collaborated with the Christian Family Service Centre to organize a charity film appreciation session of “Far Far Away” at the APM B+ Cinema in Kwun Tong yesterday. Apart from providing a relaxing weekend activity for about 90 members from low-income families, the event also aims to convey the message of conserving community diversity to the public.

The film takes the audience away from the city life of Hong Kong as the filming locations were in various lesser-known sights in Hong Kong, such as the Sha Tau Kok restricted area, Mui Tsz Lam (the adjacent village of Lai Chi Wo), Ha Pak Nai in Yuen Long, Tai O, and the Sea Ranch in the southern corner of Lantau Island etc. Due to their remote geographical locations, these sights usually preserve their unique community culture, traditional architecture, natural environment, and human landscape, embodying the multi-dimensional facets of Hong Kong apart from the urban jungle impression.

With the aid of the interesting content of the film, the film appreciation session guided the participants to appreciate the natural beauty of the remote areas in Hong Kong while enhancing their knowledge of the different aspects of community history, as well as spread the idea of biocultural diversity conservation of Hong Kong.

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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 people in Hong Kong for more than 50 years in average. Through our extensive network of around 140 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Wing Hang and Shanghai Commercial Bank, we provide a comprehensive range of insurance services.

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