

Press Release

Hong Kong Life Launched “#HealthForLove” Micro Film

13 October 2017 - Hong Kong Life Insurance Limited (“Hong Kong Life”) launched the “#HealthForLove” micro film in [Hong Kong Life Facebook](#) (available in Traditional Chinese only). Experienced actor Law Lok Lam acts as a “sage” pointing out busy city people’s common mistake – focus too much on work while ignoring personal health.

“#HealthForLove” means maintaining health is for your beloved, which is also what Hong Kong Life hopes to deliver to the public. Main actor in the film thinks that working day and night is the way to repay the love and expectation from his family. He realizes that it is not the fact after bumping into the “sage” (acted by Law). Taking care of his own health is the only thing that his family would like him to do.

Hong Kong Life Chief Marketing Officer Micky Cho stated, “Hong Kong Life always pays attention to public health. In addition to title-sponsoring triathlon races to enhance the public interest towards sports, we hope to remind the importance of good health towards individuals and families. Through Facebook and Instagram, we look forward to delivering “#HealthForLove” message widely.”

Hong Kong Life “#HealthForLove” micro film is on the air now. You are welcomed to watch it in [Hong Kong Life Facebook](#).



Law Lok Lam acts as a “sage” reminding the main actor the correct way to repay his family in Hong Kong Life latest “**#HealthForLove**” micro film.



Hong Kong Life hopes to remind busy city people that good health is the best way to repay family’s love in latest “**#HealthForLove**” micro film.