

Hong Kong Life Sponsored
“Concord Mutual Aid Club Alliance x 《Mad World》
Mother's Day Charity Screening”

15 May 2017 - Hong Kong Life Insurance Limited (“Hong Kong Life”) continues to advocate the belief of social integration. “Hong Kong Life Sponsored: **Concord Mutual Aid Club Alliance x 《Mad World》 Mother's Day Charity Screening**” was held yesterday (14 May) at The Grand Cinema in Elements. Ticket income amounted HKD40,000 without any expenses deduction was donated to Concord Mutual Aid Club Alliance for operation.

On the event day, more than 120 donators watched the movie together and received 《Mad World》 souvenirs as donation gifts. After screening, Director Wong Chun and Scriptwriter Florence Chan attended the sharing session and answered questions from the audience.

Concord Mutual Aid Club Alliance was established by ex-mentally ill persons in 1997. It continues to carry out different activities and fight for their right. The public and the ex-mentally ill persons get familiar with each other during visits. The spirit states that ex-mentally ill persons will be recovered better and faster with acceptance from others.

Hong Kong Life Chief Marketing Officer Micky Cho stated, “It is our pleasure to sponsor **“Concord Mutual Aid Club Alliance x 《Mad World》 Mother's Day Charity Screening”**”. This movie arouses public attention towards the needs and assistance of ex-mentally ill persons and their caregivers. Hong Kong Life is a socially responsible company and hopes to attract people to know more about Concord. Apart from helping Concord to raise fund, we would like to arouse public awareness towards disadvantaged and strengthen the belief of social integration.”



Many donators came with their families to support **“Concord Mutual Aid Club Alliance x 《Mad World》 Mother's Day Charity Screening”** in Mother's Day.



Director Wong Chun (left) and Scriptwriter Florence Chan (center) shared the shooting experience with the audience. Legislative Council Member (Social Welfare) Shiu Ka Chun was the host.