

Press Release

Hong Kong Life “Home + Love Visit”

9 May 2015 - Years by years, Hong Kong Life Insurance Limited (“Hong Kong Life”) plays devoted efforts in promoting voluntary services and fulfilling corporate social responsibilities. This year, Hong Kong Life cooperates with Hong Kong PHAB Association to launch the “Home + Integration Project”. By means of a series of charitable activities, corporate volunteers of the “Hong Kong Life Gerbera Volunteers Team” may get to know the members from the PHAB Association and establish harmonious friendship, so as to embody social integration.

The “Home + Integration Project” was kicked off by **“Home + Love Visit”** which held successfully on 9 May 2015 (Saturday). 18 corporate volunteers visited the PHAB members living in Wong Tai Sin. In the morning, corporate volunteers gathered at Kowloon East PHAB Centre and received a two-hour training session which included the know-how on conducting a home visitation, measuring blood pressure and simple stretching exercises. All these facilitated the communication process between corporate volunteers and the serving targets. Thereafter, corporate volunteers were divided into six groups and visited the members with the Hong Kong Life’s gift packs.

The disabled had different stories and difficulties. Corporate volunteers shared their perception towards the disabled changed dramatically after direct interaction with them, and were deeply impressed by the members’ positive attitude. The disabled were life fighters with strong determination, despite of their imperfection. **“Home + Love Visit”** ended after the debriefing session.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “The home visit was an unforgettable experience to the corporate volunteers. With the passion and positive attitude for life, the disabled hope to utilize their abilities and live meaningfully, this is truly motivating. Through the home visit, the disabled learnt some basic exercises which were useful to their health. On the other hand, love and warmth were delivered to the disabled, which brought dual meaning to the activity. Hong Kong Life will

continue to cooperate with PHAB Association to carry out other activities in ““Home + Integration Project”” at the end of the year, such as ““Integrated Sports Camp”” in order to promote social integration.”



Hong Kong Life Chief Marketing Officer Kennex Chan (right) and PHAB Association Corporate Development Manager Patrick Yip hoped that the “Home + Integration Project” will foster social integration.



“Hong Kong Life Gerbera Volunteers Team” learnt home exercises to teach the disabled during the home visit.



Corporate volunteers posed a group photo before the home visit.



The PHAB members welcomed the corporate volunteers and shared their stories with them.