

### **Hong Kong Life “Integrated Sports Camp”**

22 August 2015 - Hong Kong Life Insurance Limited (“Hong Kong Life”) displays dedicated efforts in fulfilling corporate social responsibilities and promoting the integrative concept, by mobilizing the staff members and their families in volunteering. This year, Hong Kong Life cooperates with Hong Kong PHAB Association to launch the “Home + Integration Project”. Corporate volunteers of the “Hong Kong Life Gerbera Volunteers Team” actively participate in a series of charitable activities and show concerns to the underprivileged.

The 2nd event of the Project is **“Integrated Sports Camp”** which was held successfully on 22 August 2015 (Saturday) at Pok Fu Lam PHAB Camp. The event attracted 160 participants, comprising of 38 corporate volunteers and 120 members from PHAB Association. Those members from PHAB Association suffered from different disabilities, such as physical disabled, intellectually disabled, autism and special education needs. On the event day, participants were divided into 11 teams. Led by the MC, participants engaged in some simple ice-breaking games, it greatly enhanced the mutual understanding and team spirit. Thereafter, members took part in challenging competition by completing the mission within the shortest period. The challenging games included passing the messages or objects through mutual cooperation and it had fostered the relationship between each other. In order to echo with the theme of integration, the organizer had specially arranged two wheelchair games and participants had to sit on the wheelchairs during the competition. Corporate volunteers were given the opportunities to experience the feelings of the disabled and to understand more about their difficulties.

After lunch, participants were divided into groups and competed in different venues. Activities included boccia ball, airsoft shooting and wheelchair netball. Corporate volunteers proactively encouraged the disabled to take part by teaching them the skills and strategies. Mutual support and cooperation among the team members had further promoted the team spirit and integration. Followed by the inspiring sharing session,

“**Integrated Sports Camp**” eventually ended with laughs and happiness.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “This event was the largest charity event Hong Kong Life had ever organized, with the greatest number of participants. Through this activity, corporate volunteers had explicitly shown love and care to the serving targets. In addition, corporate volunteers encouraged the disabled to participate in different activities, the disabled had gained self-confidence and satisfaction. 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 home visits in order to promote social integration culture.”



Hong Kong Life Chief Marketing Officer Kennex Chan (left) and PHAB Association Executive Director Samantha Ko hoped that the participants actively took part and enjoyed the activities in “**Integrated Sports Camp**”.



“**Integrated Sports Camp**” co-organized by Hong Kong Life and Hong Kong PHAB Association had attracted 160 participants and was the largest scale charity event Hong Kong Life had ever organized.



Harmonious relationships were built among corporate volunteers and the disabled through mutual cooperation.



Participants took part in wheelchair games and it truly demonstrated the integrative concept.