

11 July 2024

## Press Release

**Hong Kong Life becomes gold sponsor for “Capturing the Essence of Hong Kong: Photography Competition of Hong Kong People, Sentiments, and Stories”**  
**Free Online Application is opened for public from now until 31 July 2024**  
**Awardee will be entitled to the prize worths up to HKD 5,000**

Hong Kong Life strongly believes that corporate social responsibility is an essential component in creating sustainable corporate and society and is dedicated to foster the development and inheritance of pluralistic Hong Kong culture by sparing no effort to support local sports, movies and arts, bringing the opportunities for different social groups to showcase their talents.

Hong Kong Life is excited to announce our Gold Sponsorship to the “Capturing the Essence of Hong Kong: Photography Competition of Hong Kong People, Sentiments, and Stories” (“the Competition”) organized by Hong Kong International Exchange of Artist & Culture Association. The Competition is themed at the Hong Kong People, Sentiments and Stories and inviting the public to present the local culture, social and historical landscape from their personal perspectives through photography and demonstrate the spirit of “Capturing the Essence of Hong Kong”.

Mr. Jonathan Ko, Chief Marketing Officer, said, “Creativity and Arts could energize the daily living of the public and drive the sustainability of pluralistic urban culture. By sponsoring the Competition, Hong Kong Life wishes to inspire the public to proactively explore the unique landscape and glamour of Hong Kong. With their own creativity, participants can show another side of Hong Kong in their eyes through photography. The outstanding awarded entries will be considered for printing as the cover and inner pages of Hong Kong Life’s 2025 calendar, allowing more people to appreciate the excellent photos taken by the awardees. Hong Kong Life also strongly supports the organizer’s philosophy on helping both seniors and youths by providing opportunities to different generations to showcase their talents which manifests the culture of mutual support and intergenerational integration.”

The Competition consists of three categories:

1. Youth Professionals (using digital camera)	Aged below 50
2. Senior Photography Guru (using digital camera)	Aged 50 or above
3. Seniors’ Dreams (using mobile or digital camera)	

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Each category will have a champion, a 1<sup>st</sup> runner-up, a 2<sup>nd</sup> runner-up and five merit awards. The awardees may receive the cash prize or gift worths up to HKD5,000. The Competition also provides the Most Popular Award, the Most Hong Kong Characteristics Award and the Most Local Human Touch Award.

The application of Competition is complimentary and opened for public from now until 31 July 2024. For more details of the Competition, application and photo submission, please visit the official website of Hong Kong International Exchange of Artist & Culture Association (“HKIEACA”)

(<https://www.hkieaca.org.hk/page7806>). The competition results will be announced through HKIEACA's official website on 10 August 2024. The awarded entries will be put on an exhibition at Hong Kong Cultural Centre on 13 September 2024 and have the chance of being selected as the cover and inner pages of Hong Kong Life's 2025 calendar.



主辦機構  
香港國際文藝交流協會  
Hong Kong International Exchange of Artist & Culture Association

協辦機構  
香港攝影學會  
Hong Kong Photography Association

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由香港藝術發展局資助

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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 Bank (Hong Kong) 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 130 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Bank and Shanghai Commercial Bank, we provide comprehensive insurance products and services to customers.

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