

6 January 2025

**Press Release****Hong Kong Life supports “Sensory Restaurant on Wheels™” organized by The Project Futurus  
Volunteer team takes on the roles of waiters and brings the unique “yum cha” experience to the elderlies**

Hong Kong Life Insurance Company Limited (“Hong Kong Life”) is dedicated to partner with social service organizations to support and organize diversified volunteer and community activities while encouraging its staffs to join the activities and bring care and love to the needy.

Hong Kong Life has recently supported and participated in the “Sensory Restaurant on Wheels™” (“the Event”) organized by The Project Futurus, a social enterprise providing social services. The Event combines elements of creative arts, reminiscence and community service which provides the elderlies in need an interactive “yum cha” experience with Chinese dim sum through cognitive stimulation of the five senses (sight, touch, smell, taste and hearing) and reminds them of the warmth and happiness of social life.

On 14 December 2024, Hong Kong Life volunteer team participated in the Event at the “SAGE Mr Wong Wha San Memorial Neighbourhood Elderly Centre” in Sha Tin. In addition to decorate and create ambience of a traditional Chinese restaurant, the volunteers also took on the roles of waiters delivering freshly made softmeal dim sum, having dance performance and interacting with the elderlies, helping them to revisit the lively and joyful “yum cha” moments.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life has devoted to honor our commitment to corporate social responsibility and sustainability by actively inviting our staff to participate in different kinds of volunteer activity, in order to create more positivity to the community. Our volunteer team is pleased to join this meaningful event that allows the elderlies to enjoy the social care and respect from the long-lost “yum cha” event. It is also a valuable opportunity for volunteers to understand the difficulties faced by the elderlies in their daily lives which helps stimulate the culture of mutual support and intergenerational integration.”

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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 (Hong Kong) and Shanghai Commercial Bank, we offer an integrated one-stop service of insurance and financial planning to customers.

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