

Press Release

Hong Kong Life “Organic Farming at Love Garden”

26 April 2014 - Years to years, Hong Kong Life Insurance Limited (“Hong Kong Life”) shows commitment in corporate social responsibility by serving the underprivileged of the society. Hong Kong Life and Hong Chi Association jointly organized the charity event **“Organic Farming at Love Garden”** on 26 April (Saturday). 23 passionate Hong Kong Life Gerbera Volunteers and 20 intellectually disabled participated in this impactful activity.

The morning event was kicked off at the social enterprise “Love Garden”, which is a subsidiary of Hong Chi Association. At the beginning, participants followed the farmers and toured around the garden to know more about different varieties of plants. Then they were divided into different teams, corporate volunteers and Hong Chi members experienced different farming processes and also created their own environmental-friendly souvenirs. Corporate volunteers could easily address the needs of the intellectually disabled through one-to-one mentoring. Communication was greatly enhanced between both parties.

In the afternoon, participants returned to The Jockey Club Hong Chi Sun Chui Workshop and prepared for the elderly home visit. Hong Kong Life had sponsored some gifts for the elderly who were living around the neighborhood and participants were responsible for packing up the gifts. During the visit, the elderly were thrilled by the hearty greetings and warmest wishes. Corporate volunteers acted proactively in facilitating the communication and breaking down the barriers among different parties. The program ended with joyfulness and enthusiasm.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “The meaningful event brought a lot of insights to all parties. The intellectually disabled got a valuable chance to experience the farm work, the elderly-in-need received love and care from the corporate volunteers, and volunteers gained satisfaction and discovered the true meaning of volunteerism through mutual interaction.”



Participants had demonstrated teamwork and mutual help in the farming process.



Participants made their own souvenir from the extract of plants.



Participants spent an environmental-friendly and grateful weekend together.



The gift packs, filled up with food and other daily necessities, were delivered to the elderly.



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented a thank you certificate to Hong Chi Association Social Worker Hui Chi Wai.