

Press Release

Hong Kong Life “Fun in Art Jamming”

4 May 2013 - For years, Hong Kong Life Insurance Limited (“Hong Kong Life”) has actively organized different charity events to care for the needy, and has strived to make social service one of the corporate philosophies.

A sunny Saturday afternoon on 4 May, a group of people with intellectual disabilities were all excited to meet new friends from “Hong Kong Life Gerbera Volunteers Team” and to enjoy art jamming fun with them. **“Fun in Art Jamming”** is the first charity event co-organized by Hong Kong Life and Hong Chi Association in which 20 corporate volunteers and 20 people with mild grade intellectual disabilities joined.

On that day, all corporate volunteers were required to attend a pre-event briefing session on how to get along with the intellectually disabled. Hong Chi Association Social Worker Hui Chi Wai, led all volunteers into The Jockey Club Hong Chi Sun Chui Workshop and Hostel to let them further understand the daily lives of the intellectual disabled. Afterwards the vigorous disabled group arrived and played group games with the volunteers. They all flung themselves into the games and ice-breaking purpose was achieved.

Then it came to the most looking forward session - art jamming, all participants couldn't wait to get on the shuttle bus and go straight to the art studio. At that time, corporate volunteers showed their caring hearts to the target group by helping them to get on the shuttle bus patiently. In the art studio, the art jamming tutor taught them the methods of drawing and invited them to draw with their own creativities. The corporate volunteers and the intellectually disabled then started to discuss ideas of their paintings and do the sketch of rainbow. All participants brought full play to their drawing talents and corporate volunteers' one-to-one care for the disabled created a harmonious atmosphere of the event. During the drawing process, corporate volunteers were able to better understand the needs and abilities of the intellectually disabled and mutual appreciation and respect were achieved. They all enjoyed the drawing very much.

After the refreshment break, the social worker invited all participants to display their own paintings and some of them were even invited to share the rationale behind their paintings. At last, the intellectually disabled presented their handmade keyholders to all corporate volunteers. All volunteers were grateful to have such special gift and the event eventually ended with love and harmony.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Drawing is a process of manifesting creativities and presenting selves. Through this event, Hong Kong Life expected to arouse the intellectually disabled’s interest in art and at the same time enhance the co-operation and communication between the corporate volunteers and target group, and achieve social integration by passing love on.”



Corporate volunteer helped the intellectually disabled to use the drawing tools properly.



All participants were satisfied with their own paintings and brought them back home excitedly.



Corporate volunteers and the intellectually disabled got along with each other and spent a joyful weekend.



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