

Press Release

Hong Kong Life and Christian Family Service Centre
Jointly Organized “Finnish MÖlkky ‘Senior Friends’ Games”
To Facilitate the Physical and Mental Well-Being of the Elderly and
Strengthen Community Cohesion

Hong Kong, [21 January 2026](#) — Hong Kong Life Insurance Limited (“Hong Kong Life”) is committed to promoting and implementing Environmental, Social and Governance (ESG) strategies as well as putting emphasis on environmental protection and care to the society in order to extend its concern to disadvantaged groups within the community, and aim at strengthening social cohesion.

Recently, Hong Kong Life and Christian Family Service Centre jointly organized the “Finnish MÖlkky ‘Senior Friends’ Games” , inviting the elderly and members of the Hong Kong Life volunteer team joining a friendly competition. The event was themed with the Finnish MÖlkky sport, featured a variety of interactive activities tailored for senior citizens, enabling them to exercise in a relaxed and enjoyable atmosphere. On the event day, participants were grouped into teams, encouraging one another and showcasing vitality and smiles throughout the games. The activity not only enhanced their physical and mental well-being, but also deepened mutual understanding between volunteers and the seniors, further fostering a community spirit of “social inclusion”. To celebrate the upcoming festive season, volunteers distributed gift bags to the elderly with heartfelt blessings, and enjoyed lunch together, allowing participants to experience warmth and care while creating lasting and memorable moments.

Hong Kong Life has consistently collaborated with various community service organizations to hold different volunteer activities that address social needs, with the aim of fostering greater positive energy within the community. Through this initiative, elderly participants were introduced to a new sport, from which they could gain joy and support, while engaging in meaningful interactions with volunteers. It not only promotes intergenerational connection but also motivates the elderly to participate actively in the community.





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About Hong Kong Life

Hong Kong Life Insurance Limited ("Hong Kong Life") was established in 2001 and is committed in providing customers with comprehensive and convenient insurance and wealth management services through an extensive distribution network of approximately 130 distribution locations, including Chong Hing Bank, CMB Wing Lung Bank, OCBC Bank (Hong Kong), and Shanghai Commercial Bank. Since 9 October 2025, Hong Kong Life has officially become a member of Yuexiu Group, following the successful completion of the acquisition of Hong Kong Life by Yue Xiu Enterprises (Holdings) Limited ("Yuexiu").



About Yuexiu Group

Yuexiu Group is a conglomerate ranking top in asset size among all state-owned enterprises in Guangzhou, having strong presence across different sectors including banking and finance, real estate, transportation infrastructure and food, etc. Yuexiu Group holds six listed platforms, namely Yuexiu Property (123.HK), Yuexiu Transport Infrastructure (1052.HK), Yuexiu Real Estate Investment Trust (405.HK), Yuexiu Services (6626.HK), Yuexiu Financial Holdings Group Co. Ltd. (000987.SZ) and China Asset Management – Yuexiu Highway REIT (180202.SZ). Yuexiu is the holding company of Chong Hing Bank Limited and Chong Hing Insurance Company Limited.

