

**Press Release**

**Hong Kong Life “Love Tour for the Elderly - Sky100”**

13 July 2013 - Years by years, Hong Kong Life Insurance Limited (“Hong Kong Life”) has organized and participated in many charitable activities. This spirit of service, as well as the care and love shared by our “Hong Kong Life Gerbera Volunteers Team” not only help to make a difference among the needy, but also foster love and harmony within the community.

A sunny Saturday on 13 July, 16 members from the Volunteers Team, together with nine intellectually disabled from Hong Chi Association were excited to participate in **“Love Tour for the Elderly- Sky100”**. Such cross-over event has provided a platform for the intellectually disabled to involve in community work with our corporate volunteers. At the same time, 12 senior citizens were given a chance to broaden their horizon and to connect with the community.

In the early morning, corporate volunteers and the intellectually disabled all gathered at The Jockey Club Hong Chi Sun Chui Workshop and Hostel. First of all, they attended the pre-event training conducted by the social worker of Hong Chi. In order to provide a safety journey for the elderly, participants were very attentive to the training. Thereafter, volunteers formed in small groups and picked up the elderly in wheelchairs in Wong Siu Ching Rhenish Home to the nearest restaurant. After enjoying dim sum, participants headed to Sky100 Observatory Deck. Regardless of the melting weather, volunteers were very patient to assist the elderly in getting on the van and all participants were integrated in a warm and friendly atmosphere.

Upon arrival of Sky100 observatory deck, corporate volunteers started to introduce the landmark of Hong Kong to the elderly while the intellectually disabled helped to look after the elderly's needs. The elderly felt so excited since they seldom go sightseeing due to disabilities. During the process, corporate volunteers were pleased to know about the talent of the intellectually disabled and also the needs of elderly. It has successfully promoted mutual respect and acceptance among the group.

In order to share the joy with all of the senior citizens living in Elderly Home, Hong Kong Life has prepared small gifts for the elderly. The event was eventually overwhelmed by love and happiness.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “In the eyes of public, intellectually disabled were often considered as incapable and incompetent. Throughout this event, corporate volunteers have fully discovered the talent and passionate heart of them. Despite of weak communication skills, they were still eligible to serve the needy under suitable guidance and assistance, and bring value to the society.”



Social Worker of Hong Chi Association demonstrated how to use the wheelchairs.



Participants enjoyed delicious dim sum together.



Participants were excited to visit sky100 observatory deck.





All parties had spent a meaningful weekend together.



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



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented souvenir to The Chinese Rhenish Church Hong Kong SYNOD, Wong Siu Ching Rhenish Home For the Elderly Social Worker Ms Tse.