

Press Release

Hong Kong Life “Love Tour for the Elderly - Tai O”

14 September 2013 - As a good corporate citizen, Hong Kong Life Insurance Limited (“Hong Kong Life”) is keen to spread love and care to the community and fulfill corporate social responsibility. **“Love Tour for the Elderly – Tai O”** was the charity event co-organized by Hong Kong Life and Hong Chi Association on 14 September, to celebrate the Mid-Autumn Festival with a group of senior citizens from The Chinese Rhenish Church Hong Kong SYNOD, Wong Siu Ching Rhenish Home For the Elderly.

18 members from the “Hong Kong Life Gerbera Volunteers Team”, together with 14 cheerful intellectually disabled members from Hong Chi Association bustled with expectation and excitement to participate in this meaningful activity. With proactive drive and guidance by corporate volunteers, the intellectually disabled were eager to demonstrate their ability to take care of the elders.

It was a sunny Saturday morning, volunteers assembled at the elderly home on time. 15 energetic elders were ready to get on the tour bus to visit Tai O. As the travelling time was about 1.5 hours, social worker of Hong Chi Association had arranged a series of festive games for the participants to break the ice between the three parties. After that, two intellectually disabled members were invited to sing which led the atmosphere to the climax with lots of laughter and happiness. They went to a famous seafood restaurant upon arriving Tai O. Hong Kong Life had arranged some traditional Tai O cuisine and the elderly enjoyed the dishes very much.

After lunch, social workers lead the way to visit the famous Kat Hing Street and Sun Ki Bridge. Participants were separated into various teams and given enough time to tour around. They grasped this golden chance to see the built heritage and dilapidated stilt houses. In this famous fishing village of Hong Kong, corporate volunteers introduced the scenery to the intellectually disabled and the elderly, and

helped to take memorable photos. To add meanings to this event, corporate volunteers had brought one of the elderly who used to live in the village back to her old home.

The story of the 96 years elder who was a former Tai O resident impressed everyone deeply. She was diagnosed with stroke a few years ago and had moved to the elderly home due to physical disability. By then, she was not able to return home because of the remote location, but with the help of our corporate volunteers, her dream came true. She burst into tears when she visited her old home and neighborhood. It was a touching moment.

After spending three hours in Tai O, participants were reluctant to return to the elderly home. Towards the end of the event, Hong Kong Life had prepared some fruits and gift packs for the corporate volunteers to distribute to all senior citizens at the elderly home. All participants enjoyed a special Mid-Autumn Festival filled with love and care.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Elderly people need to face a lot of changes at their age, such as illnesses, physical disability, loss of life partners and friends. They experienced loneliness and depression, especially during festivals. The event was succeeded in cultivating optimistic attitude and spreading positive energy to elderly’s life. Corporate volunteers felt extremely meaningful for bringing the joy to the elderly in such a warm festival.”



Corporate volunteers helped to take out fish bones helpfully.



Participants enjoyed the signature Tai O dishes together.



Participants created a memorable experience in the fishing village visit.



The elderly was deeply touched for visiting her old home and neighborhood.



Everyone enjoyed this meaningful event.



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.