

Press Release

Hong Kong Life “Experiencing Cubicle & Cage Home”

5 December 2012 - Hong Kong Life Insurance Limited (“Hong Kong Life”) has demonstrated its enduring efforts to organize various charity events. To build up positive corporate image, the company encourages its staff and their family members to get involved in voluntary service and concern about the needy. Nowadays, rich-poor disparity is a serious social problem, many low-income families are inadequately housed and are paying unreasonable price for cubicle apartments and cage homes. **“Experiencing Cubicle & Cage Home”** was a special charity event jointly organized by Hong Kong Life and Society for Community Organization (“SOCO”) which enabled our corporate volunteers to experience the bare livelihood of low income earners and bring them warmth and hope.

30 enthusiastic volunteers from “Hong Kong Life Gerbera Volunteers Team” assembled at the exhibition centre of SOCO on 1 December (Saturday). Firstly, they got a brief idea on housing problem from the photo exhibition of cage home, cubicle, sub-divided flat and roof-top huts, all the volunteers were deeply shocked after trying to get into the mock cage home displayed in the centre. After a briefing on Hong Kong’s poverty and housing problem conducted by SOCO Community Director Sze Lai Shan, all participants were divided into three teams and visited the dwellers in Sham Shui Po, Cheung Sha Wan and Tai Kok Tsui. Hong Kong Life was glad to show compassion by delivering quilts, coats and towels to them in this winter.

Corporate volunteers perfectly showed their dedication to the needy and were carrying abundant bulky goods without grumble. They arrived at an old mansion without elevator and finally reached a cubicle apartment. Volunteers delivered the quilts and coats to every single family and chit-chat with them. Despite of the crowded environment and poor living conditions, neighborhood relationship among the dwellers were unexpectedly good and harmonious, their mutual help and brotherly affection impressed the volunteers a lot.

On the other side, another group of volunteers reached an apartment which

surprisingly included over 20 “coffin-like bedspaces”. Such tiny cave with only 15 to 20 square feet area was a small closet along a narrow corridor which could only allow one person to past through. The dwellers could only lie down once they went back to their cramped “home”. All the volunteers were apprehensive for such inadequate housing. After that, they came to a cage home, dirty and nasty house that no one could imagine how the several elderly could live in. The elderly were delighted to meet the volunteers, they even tried on the coats right away. Corporate volunteers were so gratified and impressed by the elderly’s big smiley faces.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “The charity event provided corporate volunteers opportunity to understand the other side of prosperous city and experience the bare livelihood of low income earners and the elderly. It is impossible to undergo the situation without this meaningful event. We hope that the housing problem in Hong Kong can be solved as soon as possible in order to improve the living condition of low income earners and people in need. We also wish all the families visited love the gift and have a warm winter.”



Passionate corporate volunteers delivered warmth with quilts and coats.



Low income families and home-alone elderly were glad to meet our corporate volunteers and share their daily lives.



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented the souvenir to SOCO Community Director Sze Lai Shan.



Corporate volunteers showed their caring and sympathy to the deprived groups through face to face chatting.