

Press Release

Hong Kong Life “Caring Visit for the Elderly”

30 March 2011 - Hong Kong Life Insurance Limited (“Hong Kong Life”) has demonstrated its enduring efforts to commit to the society and fulfill its corporate responsibilities. Hong Kong Life encourages the staff and their family members to get involved in voluntary service and to concern about the needy.

Nowadays, Hong Kong people dote on their children while neglect their elderly parents. Due to the severe aging problem, the elderly population will increase up to one-third of the whole population in Hong Kong after 30 years. In the view of this, Hong Kong Life cooperated with Evangelical Lutheran Church Kwai Chung Elderly Services Centre to organize **“Caring Visit for the Elderly”** on 26 March (Saturday). More than 20 corporate volunteers from “Hong Kong Life Gerbera Volunteers Team” had spent a memorable afternoon visiting and getting to know more about the home-alone and deprived elderly living in Kwai Chung. Besides, Hong Kong Life had also prepared some gift packs for the volunteers to present to the elderly so as to show their care and concern to them.

At 2:30pm, volunteers had arrived the Evangelical Lutheran Church Kwai Chung Elderly Services Centre punctually and were asked to watch a video regarding the background of the church. Then, volunteers received a short briefing about how to interact with elderly people skillfully. From the briefing, corporate volunteers had realized that they should talk slowly when speaking to elderly. Volunteers were also reminded to be a good listener rather than a speaker. It was important to respond and show their caring and sympathy to the elderly through face to face interaction.

Thereafter, volunteers were divided into small teams. Led by an elderly volunteer, all teams were ready to move to Shek Yam Estate and Shek Yam East Estate. Each team needed to visit five to six households. The elderly were delighted to meet with corporate volunteers and invited them to sit down. During the visit, the elderly were willing to share their life experiences. Through visiting different elderly homes, the volunteers can know more about the different characters and habits of the elderly.

The main purpose of the visit was to show love and concern to the elderly. Hong Kong Life Chief Marketing Officer Kennex Chan said, “Volunteers learnt a lot through the visit. Apart from understanding more about home-alone elderly, they learnt some life knowledge from the elderly. Besides, volunteers also learnt a meaningful lesson from the elderly. This encouraged them to care and cherish their elderly at home.”



Volunteers and the elderly cared about each other.



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented the souvenir to Evangelical Lutheran Church Kwai Chung Elderly Services Centre Corporate Communications Manager Mr Lam.



Corporate volunteers and elderly volunteers were excited to visit the home-alone and deprived elderly.