

Press Release

Hong Kong Life “Summer Fun with Smiley Face”

28 July 2011 - Hong Kong Life Insurance Limited (“Hong Kong Life”) has committed its continuous efforts to perform its corporate social responsibility and to care for the minorities. To enhance social integration, Hong Kong Life cooperated with Hong Kong Down Syndrome Association (“HKDSA”) for the first time and organized a charity event, **“Summer Fun with Smiley Face”**.

The event was held on 23 July which was a sunny Saturday. Around 30 volunteers from “Hong Kong Life Gerbera Volunteers Team” visited Serene Club, a Social Enterprise of HKDSA located in Sham Shui Po, and spent a fruitful weekend with more than 20 members suffering from Down Syndrome, intellectual disability and autism.

The volunteers arrived punctually and attended a short briefing as opening. To know more about the potential of the serving targets, the social worker invited one of the teenagers who was suffering from Down Syndrome for a dance performance. Thereafter, leaded by the social worker of HKDSA, all participants took part in a series of ice-breaking games. All participants were actively involved in the games and thus mutual communication has established among the volunteers and their energetic friends.

To uplift collaboration and creativity, participants were divided into teams to design their tailor-made photo frames. Several awards such as “The Most Colorful Award”, “The Most Efficient Award” and “The Best Artistic Award”, were awarded to participants. In addition, instant photo were printed and put into the decorated photo frame, making it a special and exclusive souvenir to all participants.

To support social enterprises, Hong Kong Life had ordered refreshment from Serene Club and the volunteers had a happy moment to enjoy the delicious food with the serving targets. When came to an end, corporate volunteers and serving targets were reluctant to say goodbye with each other. Hong Kong Life Chief Marketing Officer

Kennex Chan said, “According to different surveys, there was average one out of 600 babies suffering from Down Syndrom. Corporate volunteers had a common misconception that people suffering from Down Syndrome got similar characters as they looked alike. Through face-to-face interaction, they realized that each serving target had their own uniqueness. The event was a success as a mutual relationship between the volunteers and the disabilities had been built.”



All participants got to know each other more through the group games.



Team members developed their creativity to make the most unique photo frames.



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented souvenir to Hong Kong Down Syndrome Association Social Worker April Chan.



All participants gathered to take a big smiley face photo.