

Press Release

Hong Kong Life “Sandy Bay Charity Fair at DKCH”

10 November 2011 - “Hong Kong Life Gerbera Volunteers Team” of Hong Kong Life Insurance Limited (“Hong Kong Life”) joined **“Sandy Bay Charity Fair”** held by the Society for the Relief of Disabled Children at the Duchess of Kent Children's Hospital (“DKCH”) on 5 November (Saturday). Coupled with the sunny weather and the passion of the corporate volunteers, the hospital was perfectly filled with a warm and joyful atmosphere.

“Sandy Bay Charity Fair at DKCH” had been well received by the public in the past years. Over 400 volunteers from different commercial sectors, schools and non-governmental organizations joined this year and a total of 80 display booths including fashion, toys and household products were exhibited. All the enthusiastic volunteers had helped selling in different sales booths since 10am. An opening ceremony was kicked off at noon followed by cheerful kid lion dance and impressive violin performance by the young members of Takako Nishizaki Violin Studio which had colored the event.

Hong Kong Life had designed three innovative booths of games including “DIY Artistic Workshop”, “Happy 10th Anniversary to Hong Kong Life” and “Save Little Ping Pong” in the fair for fund-raising, both adults and kids plunged into those amusing games. Each participant was required to buy a game voucher for a round of game. All fund collected would be donated to the hospital for the betterment of medical equipment. Meanwhile, some of the corporate volunteers enjoyed working in the sales booths of clothes, glasses, beauty products, food and beverage etc.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Hong Kong Life holds different volunteer activities regularly. This event provided employees opportunities to work outside the office and understood more about the job of the Society for the Relief of Disabled Children. Although the weather was hot on event day, corporate volunteers were still passionate and helped DKCH to acquire a satisfied donation amount in support of medical facilities.”

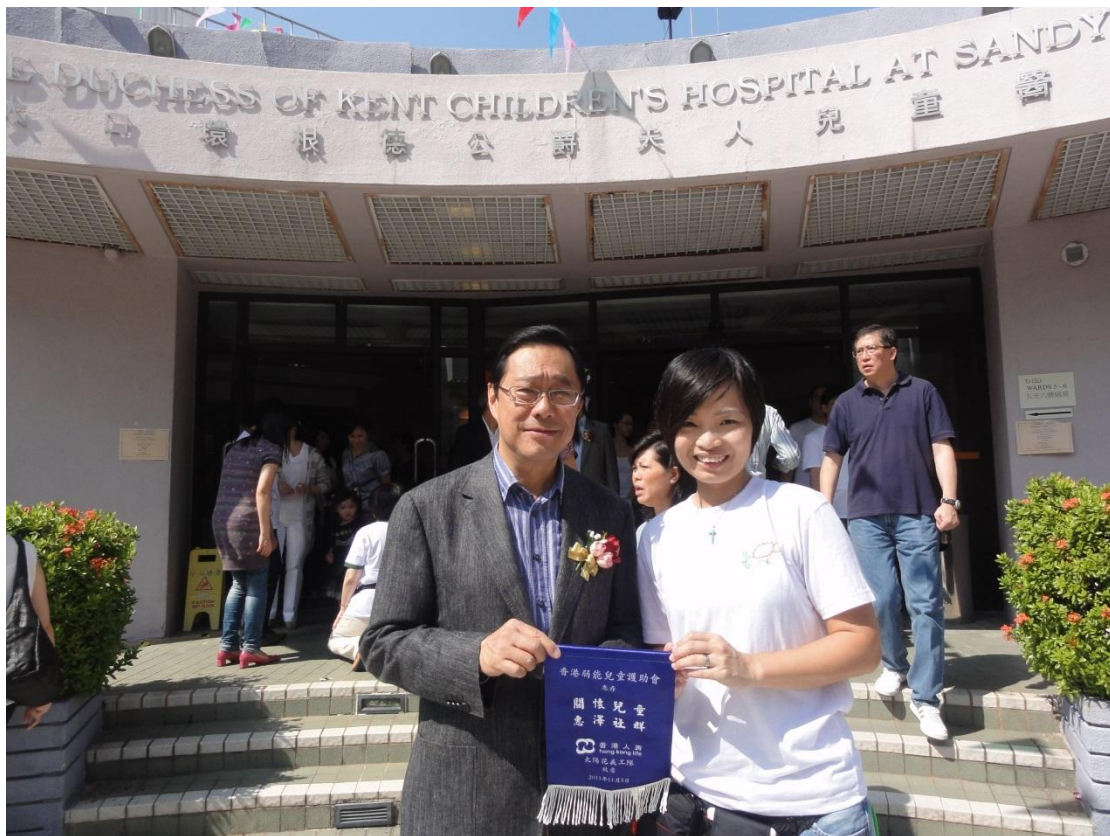
The Society for the Relief of Disabled Children's established in 1953 with mission to support medical, surgical, rehabilitation and educational services to disabled children in Hong Kong. It founded the Duchess of Kent Children's Hospital at Sandy Bay in 1968. The hospital was in the frontline fighting against tuberculosis, poliomyelitis and spinal deformities. In 1991, the Hong Kong Hospital Authority took over management the hospital. The hospital has continued to support the Hospital with specific needs or in emerging areas of child health that are not readily available in the public health care system.



Corporate volunteers showed their enthusiasm to the event by helping the charity sales.



The three game booths of Hong Kong Life for fund-raising had attracted a lot of kids.



Hong Kong Life Head of Marketing & Training Department Micky Cho (right) presented souvenir to the Society for the Relief of Disabled Children Chairman Vivian Lee.



Corporate volunteers took group photo together before leave.