

Hong Kong Life 15th Anniversary
“Volunteers’ Experiential Day” Charity Event & “Caring Company” Logo

11 May 2016 - Hong Kong Life Insurance Limited (“Hong Kong Life”) advocates the belief of “TOUCH you always!” and social integration through volunteer activities, which starts the 15th anniversary branding promotion campaign.

In 2016, Hong Kong Life partnered with Hong Kong PHAB Association for the second time to implement the “Fabulous Life Community Caring Programme”. Through a series of charitable activities, it aims to promote mutual understanding among the members of Gerbera Volunteers Team, their families and the disabled members of PHAB Association. On the other hand, another mission of the project is to embody the spirit of social integration into real actions and build harmonious relationships with disabled members.

“Volunteers’ Experiential Day” was the first charity event under the “Fabulous Life Community Care Project”. It was held on 23 April (Saturday), on the 15th birthday of Hong Kong Life.

The event attracted 23 corporate volunteers to participate. They gathered at the Hong Kong PHAB Centre in Siu Sai Wan and received basic volunteer training. Corporate volunteers learnt how to operate the wheelchairs properly and safely. Thereafter, corporate volunteers and disabled members were divided into small groups and took part in various experiential games. In the wheelchair experiential game, corporate volunteers tried to use the wheelchairs to travel around the shopping malls and public facilities in the neighborhood. They also had to complete the assigned missions at the same time. In the debriefing session, corporate volunteers said they had more empathic understandings towards the disabled after they had experienced the inconveniences and helpless moments that the disabled encountered most of the time. The volunteers also recognized the importance of barrier-free facilities in the community.

To celebrate the 15th anniversary of Hong Kong Life, members of PHAB Association gave the volunteers a big surprise. They prepared the birthday cake and also presented a birthday song with African drums. The event was filled with warmth and happiness.

Hong Kong Life Chief Marketing Officer Kennex Chan said, ““TOUCH you always!” was the main theme of Hong Kong Life’s 15th anniversary. We are glad to hold the **“Volunteers’ Experiential Day”** in the anniversary day, which can help corporate volunteers to understand the need and emotion of the disabled, advocate social integration and deliver the love message to the public.”

Hong Kong Life is praised for corporate social responsibility and awarded **“Caring Company” Logo** for 11 consecutive years commending its efforts towards its caring image on “Caring Society”, “Caring Employee” and “Caring Environment”. Hong Kong Life General Manager Raymond Chang and Chief Marketing Officer Kennex Chan attended the Caring Company Partnership Expo held at Hong Kong Convention & Exhibition Centre, Wan Chai on 10 May.

Hong Kong Life established “Gerbera Volunteers Team” since 2005, which aims to encourage employees to participate in volunteer works. It advocates the spirit of social integration by long-term cooperation with Hong Chi Association and Hong Kong PHAB Association. In “Hong Kong Life Triathlon Championships” which has been held for four years, Hong Kong Life made donations to different charity organizations and established “Para Relay” group to encourage the disabled to fulfill their potentials. Hong Kong Life will continue to focus on people’s dedication as its operation belief and love their employees, clients and the society.



“TOUCH you always!” was the main theme of Hong Kong Life’s 15th anniversary, the aim of 2016’s first charity event was to deliver love and care in the community.



In team building games, participants overcame their limitations and completed the missions with mutual collaboration.



Corporate volunteers generated strong insights from the wheelchair experiential game. They shared that they would be more willing to offer helping hands to the needy in the future.



Corporate volunteers were deeply touched by the drum performance from PHAB Association members.



The Hong Kong Council of Social Service Chief Executive Officer Chua Hua Wai (center) presented “**Caring Company**” **Logo Certificate** to Hong Kong Life General Manager Raymond Chang (right) and Chief Marketing Officer Kennex Chan (left).