



Encouraging exercise at home and fighting the virus with positive energy through exercise

鼓励在家运动 以运动正能量抗疫



Hong Kong's renowned long-distance races champion Chan Ka-ho (photo above), former Hong Kong Cycling Team members and a rehab trainer were invited to demonstrate home workout videos to encourage people to exercise more even when they stay at home

集团特别邀请了香港多项长跑赛事冠军陈家豪（上图）、前港队单车运动员及康复教练等，拍摄在家运动示范短片，鼓励大众留在家中也要多做运动

During the novel coronavirus outbreak, the Group has encouraged people to exercise more even when they stay at home, to fight the coronavirus together with positive vibes through exercise. The Facebook pages of SHKP Vertical Run for Charity and SHKP Cycling jointly launched the "#Sportsforhealth Exercise at Home" campaign. Professional trainers and athletes were invited to demonstrate a series of home workout videos under three themes: duo workout, family workout and rehab workout. Demo videos were shared on both pages and the Sports-for-Charity website, so that people can follow the videos and exercise at home to stay strong.

The pages also organized a prize game, in which people were invited to share their home workout videos. The response was encouraging, with the most enthusiastic and creative winning videos selected. Recommendations about sports-related books were also shared on both pages for people to learn more about sports.

在新型冠状病毒疫情爆发期间，集团鼓励大众在家也要多做运动，用运动带来的正能量同心抗疫。“新地公益垂直跑”及“单车SUNDAY”Facebook專頁早前共同推出“#Sportsforhealth在家运动抗疫”推广活动。集团邀请了专业教练及运动员，拍摄一系列以双人运动、亲子运动及康复运动为主题的居家运动示范短片，上载到两个專頁及运动行善网页，让大众留在家中也可跟着运动，强身健体。

两个專頁更举办了“投片有奖”游戏，鼓励大众分享在家运动抗疫的短片。活动反应踊跃，最给力和最具创意的得奖短片已顺利选出。此外，两个專頁还分享了与运动相关的好书推介，让大众同时增长运动知识。

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SHKP Reading Club's Read at Home with You online campaign recruits student contributors

新阅会“陪你读留在家”网上活动 招募学界“特约作家”

During the school closure period, the SHKP Reading Club beefed up the overall content of its free *Read For More* online reading platform. New items include video clips in the 'Bookshelves' section which feature a variety of good book recommendations in a lively manner, exclusive serial fiction by popular writers, 'Poet's Corner', 'Workplace Rookies', 'Witty Quotes' and more, to make reading a regular part of people's daily lives.

To encourage students to read more and unleash their creativity, the SHKP Reading Club is holding a *Read at Home with You* online campaign, recruiting primary and secondary students as *Read For More* contributors. After reading the designated series in *Read For More*, students can develop the theme and transform their ideas into an article, video clip or audio book. Shortlisted works will be published and their contributors will be rewarded with book coupons. Primary and secondary schools with the highest participation rate will also be rewarded with book coupons.

在停课期间，新阅会全面加强了免费网上阅读平台《点读》的内容，包括推出全新“有书上架”短片，以生动手法介绍题材广泛的好书；邀请多位畅销作家创作独家连载故事；增添“诗”人时间、职场初哥、金句王等主题文章，把阅读融入生活之日常。



The SHKP Reading Club continues to promote happy reading through the *Read For More* reading platform amid school closures
新阅会透过《点读》阅读平台，在停课期间无间推广愉快阅读

为鼓励同学多阅读多创作，新阅会现正举办“陪你读留在家”网上活动，招募中小學生成为《点读》的“特约作家”。同学阅读指定的《点读》系列文章后，可根据主题继续发挥，如写作一篇好文章，或制作一段短片，或录制一段有声书。作品一经编辑团队选出刊载，即可获赠图书券奖励，而最踊跃参与的中小学亦可获赠图书券。

The Group supports Earth Hour for the 12th consecutive year 集团连续12年响应“地球一小时”



The Group mobilized 300 properties to participate in Earth Hour, the worldwide lights-off campaign, this year including ICC 集团今年共有300座物业参与“地球一小时”全球熄灯行动，包括环球贸易广场

The Group participated in Earth Hour, a worldwide lights-off campaign organized by the World Wide Fund for Nature, for the 12th straight year. As one of the corporations with the highest participation rate in Hong Kong, the Group puts energy conservation into practice to promote healthy and sustainable living. This year, the Group mobilized 300 commercial and industrial buildings, shopping malls and residential estates managed by its property management subsidiaries Hong Yip and Kai Shing to switch-off non-essential lights for an hour during the event period. Over the past 12 years, the number of participating properties under the Group has increased by more than twofold, spreading across Hong Kong Island, Kowloon and the New Territories.

On the mainland, the Group's participating properties included major integrated landmarks, such as Shanghai IFC, Shanghai ICC and Shanghai Central Plaza, landmark malls, like Shanghai IFC Mall, Parc Central and Tianhui Plaza in Guangzhou, and various residential developments.

集团今年连续第12年支持由世界自然基金会主办的“地球一小时”全球熄灯行动，继续成为香港参与度最高的企业之一，实践节约能源，推动健康及可持续生活。今年，集团通过旗下物业管理公司康业及启胜，召集300座商厦、工厦、商场及住宅，于活动当晚齐齐把非必要的灯关掉一小时。12年来，集团旗下物业的参与数目递增逾两倍，遍布港九新界各地区。

此外，集团在内地的大型地标综合项目如上海国金中心、上海环贸广场、上海中环广场，地标商场项目包括上海国金中心商场、广州天环及天汇广场等，以及住宅项目均有参与此次活动。

Hong Yip joins Peace Box co-organizers to distribute hygienic and protective supplies 康业与多间机构合办“Peace Box祝福大行动”送出防疫物品

Hong Yip drives corporate social responsibility by participating in community initiatives to show love and care. The company leveraged its property network and launched the Peace Box campaign in early 2014, encouraging people to share gifts during Easter with people in need, and spread the message of love and peace in society.

Peace Box 2020 was co-organized by Hong Yip and six other entities. Staple foods, hygienic and protective supplies, daily necessities, stationery and other items were collected from sponsors, organizations and individuals, and then re-distributed among underprivileged families and the elderly, in particular the homeless, single elderly and underprivileged families. The goal is to ensure that people in need feel the love, care and support from society amid the pandemic. Nearly 10,000 boxes of gifts were collected this year, benefitting about 10,000 underprivileged families.

康业致力参与社区活动，关爱社群，体现企业社会责任。康业于2014年初开办“Peace Box祝福大行动”，善用其物业网络，鼓励善心人借着复活节，为社会上有需要的人士送上礼物，传递和平与爱的信息。

康业与六间机构合办“Peace Box 2020祝福大行动”，将赞助商、机构及市民捐赠的粮食、防疫物品、日用品及文具等转赠基层家庭及长者，尤其是露宿者、独居长者、基层家庭等，让他们在疫情下，仍然感受到人间有情，互助关怀的幸福。今年活动共收到近10,000盒物资，大概10,000个基层家庭得以受惠。



Hong Yip Vice Chairman and CEO Alkin Kwong (front, centre) with the Peace Box committee at the Sheun Tao Church Love and Care Centre in Tai Kok Tsui distribute supplies to the centre for re-distribution to underprivileged families in the neighbourhood 康业副主席及行政总裁邝正伟（前排中）联同“Peace Box祝福大行动”委员会日前探访大角嘴宣道堂睦爱中心送出物资，再通过该中心转赠予区内基层家庭

Building Homes with Heart Caring Initiative celebrates the Tuen Ng Festival with the elderly amid the pandemic

“以心建家送暖行动”疫情下与长者贺端阳

The Group spreads love and care to people from different backgrounds through its Building Homes with Heart Caring Initiative. During the coronavirus outbreak early this year, elderly visits were suspended, but the Group's volunteers kept in touch with the elderly through caring phone calls.

Recently, the pandemic situation has improved in Hong Kong, so the Building Homes with Heart Caring Initiative organized a Tuen Ng Festival sharing activity for 1,500 singleton elderly and senior couples in Sham Shui Po and Tuen Mun. For hygiene purposes, the volunteers wore masks and gloves when they packed the goodie bags. To maintain the appropriate social distancing, the volunteers only had quick chats with the elderly. The goodie bags, with rice dumplings, packaged food, surgical masks and sanitizer gel, were distributed to the elderly to enjoy a safe festive day.

集团通过“以心建家送暖行动”关怀社会各阶层。在年初疫情爆发期间，集团义工虽未能上门探访长者，但仍会以电话联系，送上慰问及关怀。

近日，随着香港疫情有所缓和，“以心建家送暖行动”借着端午佳节，举办了“暖暖爱心贺端阳”活动，为深水埗及屯门区1,500位独居及双老长者户送上祝福。义工在准备福袋时，均带上口罩及手套，确保物品卫生。为了保持适当的社交距离，义工亦只能与长者闲聊一会，送上端午节福袋。福袋内除应季粽子外，还有其他食物、医疗口罩及消毒洗手液，让长者安心度过一个温馨的节日。



For hygiene purposes, the volunteers wore masks and gloves when they packed the goodie bags
义工协助包装福袋时，均带上口罩及手套，确保卫生



Even though they had only a quick chat, the volunteers could feel the smiles behind the masks of the elderly
虽然义工未能与长者详谈，但仍感受到他们在口罩后的微笑

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SHKP-Kwoks' Foundation honoured with the Partnership of Excellence by the country's Ministry of Education

新地郭氏基金荣获国家教育部“卓越合作伙伴”殊荣



The SHKP-Kwoks' Foundation received the Partnership of Excellence for 2019, which is a distinguished award presented by the country's Ministry of Education to corporates. The award serves as recognition of the Foundation's dedicated efforts in the field of education over the years.

Since its establishment some 20 years ago, the Foundation has been committed to social responsibility and care for the underprivileged. It has launched various initiatives to support education and training, poverty alleviation and health care, and social service. For education and training, the Foundation has worked closely with the Ministry of Education, offering scholarship programmes for primary, secondary and tertiary students, overseas exchange programmes, and a series of talent training courses to support promising students from underprivileged families turn a new page in life. In recent years, the Foundation has supported the country's call to Targeted Poverty Alleviation strategy. Poverty relief measures were launched in poor, remote areas to foster the overall development of the country and society.

To date, the Foundation has initiated and sponsored over 60 projects, with beneficiaries in more than 20 provinces and cities across the country. Almost 10,000 sponsored students have completed their undergraduate studies.

新地郭氏基金早前获国家教育部颁发2019年度“卓越合作伙伴”奖项，属教育部向企业颁发的高级别荣誉，充分肯定基金多年来在教育工作方面的努力。

基金成立近20年，一直积极回馈社会，关怀弱势群体，致力推动教育培训、扶贫和医疗、社会服务三大范畴的工作。在教育培训方面，基金与教育部紧密合作，开设了中小学及高等教育奖助学金、海外深造交流项目，还举办了一系列人才培训课程，协助优秀但贫困的学生踏上人生新一页。近年，基金更响应国家“全面脱贫、精准扶贫”的号召，赴国家偏远贫困地区展开扶贫工作，促进国家及社会全面发展。

目前，基金已创立和资助超过60个项目，受助人遍及全国20多个省市，已毕业的受助本科学士生总计近10,000人。