

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

鼓勵在家運動 以運動正能量抗疫



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

集團特別邀請了本港多項長跑賽事冠軍陳家豪（上圖）、前港隊單車運動員及復康教練等，拍攝在家運動示範短片，鼓勵大眾留在家中也要多做運動

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.

在新型冠狀病毒疫情爆發期間，集團鼓勵公眾人士留在家中亦要多做運動，用運動正能量同心抗疫。「新地公益垂直跑」及「單車SUNday」Facebook專頁早前共同推出「#Sportsforhealth在家運動抗疫」推廣活動。集團邀請了專業教練及運動員，拍攝一系列以雙人運動、親子運動及復康運動為主題的在家運動示範短片，上載到兩個專頁及運動行善網頁，讓大眾留在家中亦可跟著運動，強身健體。

兩個專頁更舉辦了「投片有獎」遊戲，鼓勵大眾分享在家運動抗疫的短片。活動反應踴躍，最落力和最具創意的得獎短片已順利選出。此外，兩個專頁亦分享了與運動相關的好書推介，讓大眾同時增長運動知識。

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

新聞會「陪你讀留在家」網上活動 招募學界「特約作家」

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.

在停課期間，新聞會全面加強了免費網上閱讀平台《點讀》的內容，包括推出全新「有書上架」短片，以生動手法介紹題材廣泛的好書；邀請多位流行作家創作獨家連載故事；增添「詩」人時間、職場初哥、金句王等主題文章，把閱讀融入生活之日常。



The SHKP Reading Club continues to promote happy reading through the *Read For More* reading platform amid school closures
新聞會透過《點讀》閱讀平台，在停課期間無間斷推廣愉快閱讀

為鼓勵同學多閱讀多創作，新聞會現正舉辦「陪你讀留在家」網上活動，招募中小學生成為《點讀》的「特約作家」。同學閱讀指定的《點讀》系列文章後，可根據主題繼續發揮，如寫作一篇好文章，或製作一段短片，或錄製一段有聲書。作品一經編輯團隊選出刊載，即可獲贈書券獎勵，而最踴躍參與的中小學亦可獲贈書券。

The Group supports Earth Hour for the 12th consecutive year

集團連續12年響應「地球一小時」



The Group mobilized 300 properties to participate in Earth Hour, the worldwide lights-off campaign, this year including ICC 集團今年共有300座物業參與「地球一小時」全球熄燈行動，包括環球貿易廣場

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.

集團今年連續第12年支持由世界自然基金會主辦的「地球一小時」全球熄燈行動，繼續成為本港最高參與企業之一，實踐節約能源，推動健康及可持續生活。今年，集團透過旗下物業管理公司康業及啟勝，召集300座商廈、工廈、商場及屋苑，於活動當晚齊齊把非必要的燈關掉一小時。在12年來，集團旗下物業的參與數目遞增逾兩倍，遍布港九新界各地區。

此外，集團在內地的大型地標綜合項目如上海國金中心、上海環貿廣場、上海中環廣場，地標商場項目包括上海國金中心商場、廣州天環及天匯廣場等，以及住宅項目均有參與是次活動。

Hong Yip joins Peace Box co-organizers to distribute hygienic and protective supplies

康業與多間機構合辦「Peace Box祝福大行動」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.

康業致力參與社區活動，關愛社群，體現企業社會責任。康業於2014年初開辦「Peace Box祝福大行動」，善用其物業網絡，鼓勵善心人藉著復活節，為社會上有需要的人士送上禮物，傳送和平與愛的信息。

康業與六間機構合辦「Peace Box 2020祝福大行動」，將贊助商、機構及市民捐贈的糧食、防疫物品、日用品及文具等轉贈基層家庭及長者，尤其是露宿者、獨居長者、基層家庭等，讓他們在疫情下，仍然感受到人間有情，互助關懷的幸福。今年活動共收到近10,000盒物資，大概10,000個基層家庭得以受惠。



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 康業副主席及行政總裁鄭正煒（前排中）聯同「Peace Box祝福大行動」委員會早前探訪大角嘴宣道堂睦愛中心送出物資，再透過該中心轉贈予區內基層家庭

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

「以心建家送暖行動」疫情下與長者賀端陽

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.

集團透過「以心建家送暖行動」關懷社會各階層。在年初疫情爆發期間，集團義工雖未能上門探訪長者，但仍有以電話聯繫，送上慰問及關懷。

近日，有見本港疫情有所緩和，「以心建家送暖行動」藉著端午佳節，舉辦了「暖暖愛心賀端陽」活動，為深水埗及屯門區1,500位獨居及雙老長者戶送上祝福。義工在準備福袋時，全部均帶上口罩及手套，確保物品衛生。為著保持適當的社交距離，義工亦只能與長者閒聊一會，送上端午節福袋。福袋內除應節糉子外，還有其他食糧、醫療口罩及消毒搓手液，讓長者安心度過一個溫馨的節日。



For hygiene purposes, the volunteers wore masks and gloves when they packed the goodie bags
義工協助包裝福袋時，均帶上口罩及手套，確保衛生



Even though they had only a quick chat, the volunteers could feel the smiles behind the masks of the elderly
雖然義工未能與長者詳談，但仍感受到他們在口罩後的微笑

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

新地郭氏基金榮獲國家教育部「卓越合作夥伴」殊榮

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.

新地郭氏基金早前獲國家教育部頒發2019年度「卓越合作夥伴」獎項，屬教育部向企業頒發的高級別榮譽，充分肯定基金多年來在教育工作方面的努力。

基金成立近20年，一直積極回饋社會，關懷弱勢社群，致力推動教育培訓、扶貧和醫療、社會服務三大範疇的工作。在教育培訓方面，基金與教育部緊密合作，開設了中小學及高等教育獎助學金、海外深造交流項目，還舉辦了一系列人才培訓課程，協助優秀但貧困的學生踏上人生新一頁。近年，基金更響應國家「全面脫貧、精準扶貧」的號召，赴國家遍遠貧困地區展開扶貧工作，促進國家及社會全面發展。

目前，基金已創立和資助超過60個項目，受助人士遍及全國20多個省市，已畢業的受助本科學生總計近10,000人。

