

## The Group supports Earth Hour for the 13th consecutive year

集团连续第13年支持“地球一小时”



ICC (photo above), together with some 310 of the Group's properties, participate in this year's Earth Hour lights-off campaign  
环球贸易广场(上图)连同集团其他310多座物业参与今年的“地球一小时”全球熄灯行动

The Group is committed to the promotion of healthy and sustainable living. This year, the Group continued to participate in Earth Hour, a worldwide lights-off campaign organized by the World Wide Fund for Nature, for the 13th straight year. For yet another year, the Group was one of the corporations with the largest number of participants in Hong Kong. Over 310 office and industrial buildings, shopping malls and residential projects owned or managed by the Group switched off their non-essential lights for an hour on the event evening, putting energy saving into practice. Apart from local properties, the mainland peers also took part, including major integrated landmarks such as Shanghai IFC, Shanghai ICC, ITC and Nanjing IFC, as well as the flagship malls and residential projects in Beijing and Guangzhou.

集团一向致力提倡健康及可持续生活，今年连续第13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，继续成为香港参与大厦的最多企业之一。活动当晚，集团旗下拥有或管理的超过310座商厦、工厦、商场及住宅，齐齐把非必要的灯关闭一小时，以实际行动践行环保节能。除了香港物业外，内地大型地标综合项目如上海国金中心、上海环贸广场、ITC与南京国金中心，以及北京与广州等地的旗舰商场和住宅项目均有参与活动。

## Building Homes with Heart Caring Initiative gives blessings to the elderly at Tuen Ng Festival

“以心建家送暖行动”为长者送上端午祝福

The Group reaches out to the community through its Building Homes with Heart Caring Initiative, spreading love and care to the elderly at traditional festivals. To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative organized a Tuen Ng Festival sharing activity. A total of 3,000 goodie bags were distributed to underprivileged singleton elderly and senior couples in Sai Kung and Tsuen Wan to help them enjoy a healthy, happy festival. The goodie bags contained healthy rice dumplings, packaged food and personal protection supplies.

The SHKP volunteers also spread their festive cheer to the elderly residents under the Redevelopment of Pak Tin Estate – Neighbourhood Support Programme and the elderly in Sham Shui Po. Although visits to the elderly have been suspended amid the pandemic, the volunteers found other ways to show they care. They learned how to make rice dumpling handicrafts through video conferencing and distributed the mini rice dumplings they made with love and blessings to the elderly in the neighbourhood, along with the goodie bags, to brighten up their days during the pandemic.

集团通过“以心建家送暖行动”关怀社区，并在传统节日为长者送温暖。在端午佳节前夕，「以心建家送暖行动」举办了“暖暖爱心贺端阳”活动，为西贡及荃湾基层独居长者及年长住户送上3,000份福袋。内里载有应季健康粽、粮食及防疫物品，让长者度过健康愉快的节日。

集团义工亦为“白田村重建 – 友情人邻里”计划及深水埗区长者送上佳节祝福。在疫情下，义工虽然未能进行家访，但仍无阻大家对长者的关怀。一班义工特别通过视频会议，在网上学习制作祝福粽子，再将小工艺品连同福袋送给区内长者，为他们在抗疫期间打气。



To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative continues to distribute goodie bags to the underprivileged elderly amid the pandemic  
疫情期间，“以心建家送暖行动”继续为基层长者送上福袋，让他们欢度端午节



The SHKP volunteers make rice dumpling handicrafts with love and blessings for the elderly  
集团义工亲手制作祝福粽子给长者，全部满载爱与祝福

## SHKP Reading Club's Read & Share programme introduces a reading promotion sponsorship scheme

新闻会“阅读·分享”校园计划新增阅读推广赞助



(top) Students from Christian Alliance SW Chan Memorial College connect reading with daily knowledge and share what they learn with other students in the neighbourhood through the 'Apprentice x Storyteller' project; (bottom) reading slogan, designed by students from TWGHS Lui Yun Choy Memorial College  
(上图)宣道会陈朱素华纪念中学同学通过“学徒仔x讲故事”项目，将阅读转化成生活实践，并与区内学童分享学习成果；(下图)东华三院吕润财纪念中学同学设计的阅读标语

The SHKP Reading Club's Read & Share programme introduced a reading promotion sponsorship scheme this academic year. Primary and secondary schools were invited to submit proposals, with the best ones receiving a cash sponsorship to execute their brilliant ideas. Among the outstanding proposals, the SHKP Reading Club selected 31 good ideas, sponsoring the schools to roll out the plan.

Christian Alliance SW Chan Memorial College received the gold award in the Secondary School division for its 'Apprentice x Storyteller' proposal. The 'apprentice' section involved a series of workshops and a recommended book list to help students connect reading with daily knowledge. In the second part, 'storyteller', students posted what they had learned from their reading on notice boards to share it with their schoolmates. They also organized inter-school book clubs to share their knowledge with primary schools in the district.

In the Primary School division, Chinese Y.M.C.A. Primary School received the gold award for its 'CYMCAPS Bus – Life Reading Stop' proposal. The school converted a retired KMB bus into a 'CYMCAPS

Bus', with a 'Life Reading Stop' inside the bus, which has a reading corner with books on life education and a venue for parent-child reading activities.

新闻会“阅读·分享”校园计划在这个学年新增阅读推广赞助，邀请中小学提交建议，以现金赞助形式协助他们落实好构思。在众多别出心裁的提案中，新闻会选出了31间学校的好构思，赞助他们执行计划。

宣道会陈朱素华纪念中学凭着“学徒仔x讲故事”的提案，夺得中学组金奖。“学徒仔”乃通过一系列工作坊，配合指定书籍，让同学将阅读转化成生活实践。第二部分“讲故事”，由学生制作壁画长廊展示学习成果，并与同区小学举办跨校读书会分享等。

小学组方面，中华基督教青年会小学以“感恩号巴士 – 生命阅读站”的提案获得金奖。学校把退役九巴改装为“感恩号巴士”，内里设立“生命阅读站”，放置生命教育图书供学生阅读，并进行各类亲子阅读活动。

## The Group receives recognition for supporting poverty relief in the country

集团支持国家扶贫 工作成果获得肯定

The SHKP-Kwoks' Foundation has set up full-time undergraduate scholarships in a number of universities across the country. The Foundation extended its efforts to poverty relief in recent years, sponsoring programmes in poor counties in Gansu, Sichuan, Guizhou and Yunnan. It has received various recognitions for its efforts, the latest from a local media group at the opening ceremony of an exhibition titled 'Roads to Victory – Residents of Hong Kong and Macao Participate in Eliminating the Country's Poverty and Building a Well-off Society Documentary'. A Certificate of Appreciation was received by the Group.

Established in 2002, the SHKP-Kwoks' Foundation has been committed to alleviating poverty and nurturing young people through three pillars: subsidize and participate in education and training, poverty relief and medical care, and serving the community. To date, it has subsidized over 70 charitable projects, benefiting over 60,000 people across more than 25 provinces and cities nationwide.

新地郭氏基金多年来在全国多所大学设立全日制定本科生助学金，近年更参与扶贫工作，在甘肃省、四川省、贵州省及云南省的贫困县提供资助项目，工作成果屡获肯定。此前，在本地传媒集团举办的“决胜之路 – 港澳同胞参与国家脱贫攻坚全面建成小康社会纪实”展览开幕仪式上，集团获颁发感谢状以示鼓励。

新地郭氏基金于2002年成立，一直致力投入扶贫助学工作，资助和参与教育及培训、扶贫及医疗以及社会服务三大范畴。至今资助超过70个慈善项目，受惠人数逾60,000人，遍及全国逾25个省市。



Certificate of Appreciation received at the opening ceremony of the Roads to Victory exhibition  
集团于“决胜之路”展览开幕仪式上获颁感谢状