

## The Point and Hong Chi Association collaborate to organize The Beauty of Nature Drawing Contest

The Point 與匡智會合辦「親親大自然」繪畫比賽



Group Executive Director Christopher Kwok (back, centre) attends the award presentation ceremony of The Beauty of Nature Drawing Contest, jointly organized by The Point and Hong Chi Association

集團執行董事郭基泓(後排中)早前出席The Point與匡智會合辦的「親親大自然」繪畫比賽頒獎禮

The Group's integrated loyalty programme for its malls, The Point, supports worthy charitable causes and encourages its members to donate their bonus points to four charity partners. The Point also joined forces with Hong Chi Association to organize "The Beauty of Nature" Drawing Contest. To proactively promote environmental conservation, The Point leveraged the winning drawings to create green gifts for its members to redeem.

"The Beauty of Nature" Drawing Contest invited students from 14 primary and secondary schools operating under Hong Chi Association to participate, encouraging them to overcome the inherent challenges and showcase their creativity and artistic talent. The contest was divided into primary and secondary school divisions, with the theme "My Favourite Natural Environment" and "My Favourite Animal", respectively. The contest received an overwhelming response with more than 200 entries. Twenty-six awards were presented after the selection by the co-organizers and online voting by The Point members on The Point Facebook page.

Last year, to foster green consumption, The Point collaborated with Nature Rescue, which is the first terrestrial and coastal clean-up mobile app, to introduce a reward programme. In addition, to promote its green concepts in the community, the Group recently displayed all the winning entries of the drawing contest at YOHO MALL and printed the two first-prize drawings on gifts exclusively for The Point members to redeem. After deducting costs, the proceeds, plus The Point's extra donation, will be passed on to Hong Chi Association, showcasing the united efforts of The Point and its members to support people in need in the community.

集團旗下「The Point商場綜合會員計劃」(下稱「The Point」)積極支持公益慈善，鼓勵會員將The Point積分捐贈予四個合作慈善機構。The Point早前與匡智會合辦「親親大自然」繪畫比賽，並將得獎作品製作綠色禮品供The Point會員換領，積極宣揚環境保育意識。

繪畫比賽以「親親大自然」為主題，邀請了匡智會旗下14間中小學參加，以鼓勵一些受限於先天條件的學生，發揮創意及藝術才華。比賽分為小學組及中學組，主題分別為「我最喜愛的大自然環境」及「我最喜愛的動物」，比賽最終收到超過200份參賽作品，反應非常熱烈。經各合辦機構遴選及由The Point會員於The Point Facebook專頁投票後，合共選出26個得獎作品。

為宣揚綠色消費文化，The Point去年已聯乘首個以郊野及海岸清潔為主題的流動應用程式「山•灘拯救隊」，推出積分獎勵計劃。而為了在社區廣傳環保理念，集團早前更安排在YOHO MALL內展出所有得獎作品，並且將兩個冠軍作品印製成The Point獨家綠色禮品。扣除成本後，集團將所有收益連同The Point的額外捐款，一併捐贈予匡智會，讓The Point與會員同心幫助社會上有需要人士。