

## The Group again sponsors the Community Chest Corporate Challenge

### 集團再次贊助「公益慈善馬拉松」

After a three-year hiatus because of the pandemic, the Community Chest Corporate Challenge returned and was held in Sai Kung Pak Tam Chung around the High Island Reservoir. The event attracted about 800 runners from over 100 corporate teams to participate in the half marathon and the 10k run. The Group again sponsored the event, and more than 300 colleagues participated in the race, demonstrating the Sports for Charity spirit together.

Despite the drizzle, the participants strived to set their personal best. The Group's Royal Plaza Hotel, the food and beverage sponsor of the event, provided the runners with light food and drinks after the race. All donations raised from the event, amounting to about HK\$4.5 million, will support rehabilitation and aftercare services subsidised by the Community Chest.

受疫情影響而停辦了三年的「公益慈善馬拉松」，早前再次在西貢北潭涌沿萬宜淡水湖舉行。一如以往，賽事設有「半馬拉松」和「十公里」兩個組別，吸引約800位跑手組成逾100支機構隊伍參加。集團今屆再度成為賽事的贊助機構，並有超過300位同事參賽，同心發揮運動行善的精神。

比賽當日雖然不時下著微雨，但依然無阻選手們挑戰PB(個人最佳成績)的決心。此外，集團旗下的帝京酒店亦為今次賽事提供餐飲贊助，讓一眾參賽者在衝線後，能享用美味的輕食和飲品，以補充體力。至於賽事所籌得約450萬港元的善款將全數撥捐公益金資助的復康及善導服務。



18

## Nature Rescue brand new version A green experience for users to earn The Point bonus points

### 「山·灘拯救隊」全新升級 助用戶實踐環保兼輕鬆賺取The Point 積分

The latest version of Hong Kong's first terrestrial and coastal clean-up mobile app, Nature Rescue, has been unveiled. The upgraded app makes it easier for users to sign up for clean-up actions, report rubbish blackspots, and earn The Point bonus points. With this enhanced version, users can enjoy an unconventional green experience while taking advantage of consumption privileges.

The Group and Green Power jointly launched the SHKP Love Nature Campaign in 2011 and developed the Nature Rescue App in recent years to promote love-of-nature messages. Nature Rescue has collaborated with The Point, the Group's integrated shopping mall loyalty programme to encourage users to support environmental conservation while earning and redeeming The Point bonus points. The points can be used at the Group's malls, thus combining leisure, entertainment, healthy living and environmental protection in everyday life.

全港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」推出全新版本，其升級體驗不但方便用戶報名參加清潔行動及報告垃圾黑點，更能夠讓用戶輕鬆賺取The Point 積分，帶來嶄新綠色消費獎賞。

集團自2011年起，與綠色力量合辦「新地齊心愛自然」計劃，近年更開發「山·灘拯救隊」流動應用程式，推廣愛護自然的訊息。「山·灘拯救隊」並聯乘集團旗下The Point綜合會員計劃，鼓勵用戶身體力行支持環保，同時賺取和兌換The Point積分，於集團旗下商場使用，致力將消閒娛樂、健康生活及環保融入生活之日常。



Nature Rescue users can instantly earn 2,500 The Point bonus points for carrying out green missions, which can be converted to Point Dollars and used as cash, or redeemed for special privileges at the Group's malls  
「山·灘拯救隊」用戶凡參與每次清潔行動，均享2,500 The Point 積分，可於集團旗下商場兌換Point Dollar當現金使用，盡享各種精彩禮遇