



Funds raised for The Community Chest through sports for charity initiative

运动行善 为香港公益金筹款



Over the years, SHKP has raised funds for The Community Chest of Hong Kong through Sun Hung Kai Properties Hong Kong Cyclothon and the Community Chest Corporate Challenge to support people in need. In February this year, the Group and the Hong Kong Tourism Board presented a cheque for HK\$1.55 million to The Community Chest of Hong Kong. The funds raised during the Hong Kong Cyclothon last year, along with additional contributions from SHKP, will support the Hong Kong Anti-Cancer Society and The New Voice Club of Hong Kong in providing cancer prevention and rehabilitation services, benefitting close to 7,000 patients.

Since 2015, the Group has been the title and charity sponsor of the Hong Kong Cyclothon. In recent years, the Group is dedicated to supporting initiatives that enhance the physical and mental wellness of the community. SHKP Chairman and Managing Director Raymond Kwok (fourth left) said that the donation aims to provide the underprivileged with cancer screening and help survivors adapt to their new life.

SHKP also continued to sponsor the Community Chest Corporate Challenge this year. All funds raised during the event will be used to support rehabilitation and aftercare services through The Community Chest, demonstrating the Group's commitment to sports for charity.

新地一直支持香港公益金，多年来透过「新鸿基地产香港单车节」和「公益慈善马拉松」，为公益金筹款，支援社会上有需要人士。集团于今年2月联同香港旅游发展局，将去年单车节所筹得的捐款，加上新地额外捐款合共155万港元，以支票形式颁赠予香港公益金，以支持香港防癌会和香港新声会的癌症预防和康复者支援服务，预计将有近7,000人受惠。

集团自2015年起冠名及慈善赞助单车节，近年亦致力于提升大众身心健康的服务，持续回馈社会。新地主席兼董事总经理郭炳联（左四）表示，期望此次捐款能够帮助弱势群体进行癌症筛查，并支持康复者适应新生活。

此外，新地继续赞助今年的「公益慈善马拉松」，当中所筹得的善款全数拨捐公益金所资助的康复及善导服务，贯彻集团「运动行善」的精神。