



Funds raised for The Community Chest through sports for charity initiative

運動行善 為香港公益金籌款



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，多年來透過「新鴻基地產香港單車節」和「公益慈善馬拉松」，為公益金籌款，支援社會上有需要人士。集團於今年2月聯同香港旅遊發展局，將去年單車節所籌得的捐款，加上新地額外捐款合共155萬港元，以支票形式頒贈予香港公益金，以支持香港防癌會和香港新聲會的癌症預防和康復者支援服務，預計將有近7,000人受惠。

集團自2015年起冠名及慈善贊助單車節，近年亦致力於提升大眾身心健康的服務，持續回饋社會。新地主席兼董事總經理郭炳聯（左四）表示，期望此次捐款能夠幫助弱勢群體進行癌症篩查，並支持康復者適應新生活。

此外，新地繼續贊助今年的「公益慈善馬拉松」，當中所籌得的善款全數撥捐公益金所資助的復康及善導服務，貫徹集團「運動行善」的精神。