

News Release

12 November 2015

HSBC COMMUNITY PARTNERSHIP PROGRAMME 2015 “BRINGING PEOPLE TOGETHER” AT CHATER ROAD ON 29TH NOVEMBER

The HSBC Community Festival 2015 will be held at Chater Road in Central and throughout the 18 districts of Hong Kong on Sunday 29 November 2015, celebrating the excellent work and achievements of charity partners who are involved in the HSBC Community Partnership Programme. The Festival aims to encourage creativity and motivate participation in an inclusive and harmonious community, and also marks the official start of the HSBC Community Partnership Programme 2015.

Interactive games and performances for young and old alike will be hosted by recipients of grants from the HSBC Community Partnership Programme. All festival activities are open to the public, who are warmly invited to attend.

Ms Diana Cesar, Chief Executive, Hong Kong, HSBC said, “HSBC's 2015 Community Partnership Programme continues the Bank's endeavours throughout its history to contribute to our community. The Programme aims to reinforce the importance of diversity, encourage collaboration and creative exchanges across different sectors of the community and motivate individuals to participate in community activities. This year, the HSBC Community Festival is encouraging people to become more involved in their community, regardless of their race, age, family background, or physical capabilities. We aim to bring people together through a series of diverse and innovative activities in all 18 districts of Hong Kong.”

The theme of this year's HSBC Community Festival is “Bringing People Together”. The festival features multi-cultural performances, a photo booth and interactive games with participants including a “Time Tunnel” that provides new perspectives on the meaning of “young” and “old”, an opportunity to learn about international humanitarian relief work by

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putting on armour for a land mine-clearing experience, rugby and African drum training and showing your love and care to your loved ones by sending out postcards. Part of Chater Road will be transformed into an herbal garden for people to enjoy the beauty of nature and learn the medicinal value of different herbs. Free arts and craft workshops will also be provided.

To encourage public participation in the HSBC Community Festival, there will be a photo-taking activity called Photo In Your Community. From 12pm to 4:30pm on 29 November, people are welcome to upload group photos taken from the HSBC Community Festival in all 18 districts to the Facebook Fan page and hash tag the district in which they were taken. All uploaded photos will be shown at Chater Road during the festival. The top three districts in terms of the number of uploaded photos will be announced at the end of the festival. Results will also be shown on the festival webpage and Facebook Fan page.

The HSBC Community Partnership Programme, which is supported by the Home Affairs Department, the Social Welfare Department and the Hong Kong Council of Social Service (HKCSS), was launched in 2012. It aims to inspire district-based community initiatives to foster a more inclusive society. It also aims to enhance cross-sector collaboration to address the social needs of local districts and help charities and community organisations in Hong Kong to expand the coverage of their services.

In 2015, a total of HKD18 million is being allocated to 163 district-based community initiatives across 18 districts in Hong Kong through this Community Partnership Programme. These initiatives cover a wide range of social service, including activities supporting child and youth development, caring for the elderly, family support, community harmony and environmental protection. HSBC has appointed HKCSS to administer the applications and monitor the funded projects.

There are five awards in the HSBC Community Partnership Programme 2015, including the “Outstanding District Efforts Award”, the “Outstanding Community Project Award”, the “Outstanding Collaborative Partnerships Award” and the “Outstanding Participation Award”.

These will be presented at the HSBC Community Festival Opening Ceremony on 29 November in recognition of outstanding initiatives by the project organisers.

About the HSBC Community Festival:

Date: Sunday 29 November 2015 from 12pm to 5 pm

Venue: Pedestrian precinct at Chater Road in Central and community activities in all 18 districts

For more information on the activities in different districts, please refer to the brochure attached.

To find out more about “**HSBC Community Partnership Programme**”, please visit:

<https://www.communitypartnership.org.hk>

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Notes to Editors:

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The Hong Kong Council of Social Service (HKCSS) is a federation of non-government social service agencies of Hong Kong. The Council represents 440 Agency Members, providing quality social welfare services through their 3,000 operating units in Hong Kong. We are committed to build a social service sector that is highly accountable, efficient, effective and responsive to social needs, upholding the long-term sustainable development of society and the well-being of our citizens.

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