

News Release

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HSBC COMMUNITY FESTIVAL EXTENDED TO PEARL RIVER DELTA

200 Secondary School Students Appointed as Community Ambassadors

Boosted by the success of HSBC Hong Kong Community Partnership Programme (CPP) over the past five years, the HSBC Community Festival has been extended to Pearl River Delta this year, with the opening ceremony in Hong Kong and Guangzhou taking place on the same day. Holding the Festival in the two cities aligns HSBC's long history of contributing to the community through the HSBC Community Partnership Programme with the Bank's strategic investment in the Pearl River Delta. The Festival signifies the official start of the HSBC Community Partnership Programme for 2017.

The Honourable Matthew Cheung Kin-chung, Chief Secretary for Administration, The Government of the Hong Kong Special Administrative Region, co-officiated at the opening ceremony of HSBC Hong Kong Community Festival 2017 with Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited; Helen Wong, Chief Executive, Greater China, HSBC; Diana Cesar, Chief Executive, Hong Kong, HSBC; Laura Cha, Non-Executive Chairperson, The Hongkong Bank Foundation; Bernard Chan, Chairperson, The Hong Kong Council of Social Service (HKCSS); and Chua Hoi-wai, Chief Executive, The Hong Kong Council of Social Service.

Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said, "For over 150 years, HSBC has upheld the tradition of supporting the long-term development of the community. This year we are proud to see the first HSBC Community Festival in the Pearl River Delta as well, bringing more people together. With a variety of initiatives covering different themes, we aim to raise awareness about the social needs of the community as well as to unite every sector in an inclusive society. I believe today's Festival is a good opportunity for us to celebrate the great work we have been doing to serve the community with our charity partners, schools and everyone involved in the Programme."

Continuing with the theme of "Bringing People Together", the HSBC Hong Kong Community Partnership Programme 2017 rolled out a new initiative, CPP in Schools, to extend its scope to the education sector. The new initiative encourages students to explore their potential and get involved in community projects with 200 students from 16 secondary schools in Hong

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Kong appointed as Community Ambassadors. A total of HKD18 million has been allocated to 88 projects through the HSBC Hong Kong Community Partnership Programme 2017.

Diana Cesar, Chief Executive, Hong Kong, HSBC, said, “HSBC’s commitment to investing in the Hong Kong community continues with the launch of the HSBC Hong Kong Community Partnership Programme for the sixth consecutive year. The key to its success is collaboration and we are glad to roll out CPP in Schools to enhance our collaboration with the community this year. We aim to bring charity partners, different districts and schools together and encourage public participation to build a more inclusive community. ”

“For the past five years, we have encouraged charities, volunteers and residents across 18 districts to contribute to their communities - with great results as local talents are being mobilized and community resources being revitalized to address local needs. It is through the efforts of all parts of society that we can help build energetic and harmonious communities,” said Bernard Chan, Chairperson, The Hong Kong Council of Social Service.

Five awards in the HSBC Hong Kong Community Partnership Programme 2017 were presented at the opening ceremony in recognition of outstanding initiatives by the Programme’s charity partners. The award winners are as follows:

Outstanding Community Project Award	Caritas Hong Kong WTS Super Power Kids
Outstanding District Efforts Award	Wong Tai Sin
Outstanding Collaborative Partnership Award	The Hong Kong Federation of Youth Groups Youth Creation
Outstanding Creativity Award	Playright Children’s Play Association HSBC Playright – 360 Play in Taipo
Outstanding Participation Award	Hong Kong Federation of Handicapped Youth Move Up 2017

A wide range of performances and experiences were available to the public at Chater Road and across Hong Kong's 18 districts, including busking, dancing, ukulele performance and kids fashion show. Visitors were also welcome to participate in various activities, such as farming in Central, playing rugby, lacrosse games, a treasure hunt and trying out Bollywood dance moves.

Since its launch in 2012, the HSBC Hong Kong Community Partnership Programme has been supported by the Home Affairs Department, the Social Welfare Department and HKCSS. These initiatives cover the themes of Youth and Education, Health and Wellness and The Environment, with the aim of addressing local needs and creating a sustainable impact in the community. Since its launch, the Programme has funded over HKD105 million, supporting more than 1,000 projects and benefiting over 3,000,000 people in Hong Kong. HSBC once again appointed the HKCSS this year to administer the applications and monitor the funded projects.

To find out more about "HSBC Hong Kong 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

The Hong Kong Council of Social Service (HKCSS) is a federation of non-government social service agencies of Hong Kong. The Council represents more than 460 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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