

**For immediate Release**

## **Hopewell Supports Playright's Hospital Play Development Project**

*Shares Christmas Joy with Hospitalized Young Patients at the  
"HH Social Club Christmas Play Event"*

**Hong Kong, 19 December 2011** – Hopewell Holdings Limited (“Hopewell Holdings”, “HHL”; SEHK: 54) announced today it sponsored the Playright Children Play Association’s (“Playright”) 2-year Hospital Play Development Project including the ‘Play Actions of Hospital Play Youth Ambassador Group’. As the kick-off, the "HH Social Club Christmas Play Event" was held at Panda Hotel on Saturday, 17 December 2011. Over 110 young patients aged between 2 and 19 years old with chronic illness and their families were invited to celebrate Christmas through a series of play activities, performances and buffet. A cheque presentation ceremony for the donation of HK\$200,000 symbolized the official start of the collaboration.

9 Playright Hospital Play Youth Ambassadors (“Youth Ambassadors”) joint hands with nearly 100 HH Social Club volunteers, comprising Hopewell staff, their families and friends and Hong Kong athletes, to inspire the young patients from Princess Margaret Hospital, Caritas Medical Centre and Kwong Wah Hospital and their families to appreciate the value of play through the carefully designed games and performances and to celebrate Christmas.



Many hospitalized children receiving long-term treatment are having relatively less contact with the outside world and thus are lacking care from the society. Through training and practices, the ‘Play Actions of Hospital Play Youth Ambassador Group’ aims to empower Youth Ambassadors with chronic illness who have benefited from hospital play services. They then pass on their care and support to other child patients through hospital play service to help them recover more speedily.

Ms. Elina Lee, Head of Corporate Communications of Hopewell Holdings Limited, said, “Youth development is one of the major focus areas of the Group’s corporate sustainability involvement. Hopewell is glad to sponsor Playright’s Hospital Play Development Project for two years from 2011. The “Play Actions of Hospital Play Youth Ambassador Group” not only allows the Youth Ambassadors to identify their strengths and capabilities, build their self confidence and a sense of fulfillment, but also benefits more young patients in hospital. The ‘helping people help themselves’ nature of the project truly exemplifies the value of social sustainability that Hopewell has always been promoting.”

Ms. Kathy Wong, Executive Director of Playright Children's Play Association, said, "Listening to children's voice and addressing the needs of hospitalized children have always been the mission of Playright. We are delighted to have Hopewell's support for two sustaining years to carry out the youth ambassador training project. Partnership with these recovered youth could then be made to pay attention and show our care to hospitalized children. Moreover, public could recognize the play needs of hospitalized children through the personal sharing and testimonial of these youth ambassadors."

The Youth Ambassadors designed and managed the play zones including Christmas Accessories Making, Little Angel Wish, Henna & Face Paint and Pretend Play etc. The child patients enjoyed the fun of playing while exercising creativity. A series of performances by the Youth Ambassadors and HH Social Club volunteers further energized the participants. The performances included a musical performance by the Youth Ambassadors, a traditional Chinese Dance by a Hopewell colleague and the Dancing Group of Workers' Club, and a Wushu demonstration by three children aged between 10 and 12. Mr. Cheng Ka-ho, a colleague of Hopewell and a former representative of Hong Kong Wushu team, also taught participants simple Wushu routines.

**Photo Caption:**

	<p>&lt;Photo 1&gt; Over 110 children with chronic illness and their families, nearly 100 HH Social Club volunteers and Hospital Play Youth Ambassadors shared Christmas joy at the "HH Social Club Christmas Play Event".</p>
	<p>&lt;Photo 2&gt; Mr. Bruce Leung (1<sup>st</sup> from left, front row), Director of Hopewell Asset Management Limited, with volunteer team leaders from different business units (in red-color t-shirts), presented a cheque of HK\$200,000 on behalf of the company to Ms. Kathy Wong (1<sup>st</sup> from right, front row), Executive Director of Playright, and Hospital Play Youth Ambassadors (in green-color t-shirts) in support of the Hospital Play Development Project.</p>



<Photo 3> Mr. Cheng Ka-ho, a colleague of Hopewell and a former representative of Hong Kong Wushu team, taught participants simple Wushu routines.



<Photo 4> Child patients enjoy the fun of playing at various play zones designed by the Hospital Play Youth Ambassadors.

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***For further information, please contact:***

Mr. David Cheng  
 Senior Corporate Communications Officer  
 Hopewell Holdings Limited  
 Tel: (852) 2863 4308 / 9772 9327  
 Email: [davidcheng@hhlmail.com](mailto:davidcheng@hhlmail.com)

Ms. Rebecca Lee  
 Corporate Communications Officer  
 Playright Children's Play Association  
 Tel: (852) 2898 2922 / 9350 1427  
 Email: [rebecca@playright.org.hk](mailto:rebecca@playright.org.hk)

**About Hopewell Holding Limited's Corporate Sustainability Program**

Hopewell Holdings Limited (“HHL / the Group”), the Hong Kong-based group, was listed on the Stock Exchange of Hong Kong in 1972. The Group is active in the fields of property development and investment, highway infrastructure, power, hotel & hospitality and other businesses. HHL believes promoting sustainability and achieving long-term business growth are equally important. It devotes substantial resources to promote sustainability through corporate governance, environmental protection, community investment and workplace practices and continue to enhance engagement with various stakeholders.

### **About Playright Children’s Play Association**

Playright Children’s Play Association (“Playright”), established in Hong Kong in 1987, is a charity organization that seeks to enrich the life of every child through quality play. We make a difference in the lives of children by encouraging them to play. We further seek to demonstrate to parents, teachers, policy makers and the public at large that quality play is vital if the full range of the child’s developmental and other needs is to be successfully met. Through our four strategically related areas – Advocacy, Play Resources, Play Outreach and Play Environments – we are helping to unlock the full potential of children in Hong Kong and elsewhere in Asia.