

**SPRG ESTABLISHES A NOT-FOR-PROFIT ORGANISATION –  
STRATEGIC CSR NETWORK**

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**RECRUITS 100 VOLUNTEERS AND VISITS 100 ELDERLY HOUSEHOLDS  
AT ITS FIRST CSR EVENT**

(Hong Kong, 6 June 2015) — **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce the first event of **Strategic CSR Network Limited** (“Strategic CSR Network”), an elderly household visit in Wanchai, was conducted successfully on 6 June. Strategic CSR Network is a not-for-profit organisation set up in late 2014. Leveraging SPRG’s strong business and social networks, Strategic CSR Network acts as a one-stop platform that brings different parties together, including corporations, NGOs/charities and volunteers, to serve underprivileged communities in Hong Kong on an ongoing basis.

On this occasion, Strategic CSR Network co-organised the visit with the Methodist Centre which helped to identify 100 elderly living alone in Wanchai. Strategic CSR Network also solicited in-kind donations from SPRG’s clients including CEC International Holdings Limited (HKEx: 759), Dah Chong Hong Holdings Limited (HKEx: 1828), Hin Sang Group (International) Holding Co. Ltd. (HKEx: 6893), Hop Hing Group Holdings Limited (HKEx: 47), Hung Fook Tong Group Holdings Limited (HKEx: 1446) and Sinomax Group Limited (HKEx: 1418). Furthermore, Strategic CSR Network brought together 100 volunteers from SPRG and its client, together with the CUHK • Care Service Team and volunteers from the Wan Chai Methodist Centre for the Seniors, jointly packed gifts valued at HK\$800 dollars into each bag and delivered the gifts bags to 100 elderly households during their visits.



Strategic CSR Network’s first event kicks off on 6 June 2015. The event has been supported by 100 volunteers and SPRG’s clients.



(Centre) Richard Tsang, Chairman of Strategic CSR Network Limited picture with (from left to right) Wincy Fong, Executive Office Manager of Sinomax Group Limited; Fiona Hui, Public Relations Executive of Communications and Public Relations Office of The Chinese University of Hong Kong; Sindy Wong, Service Coordinator of Methodist Centre (Elderly Service); and Iris Lam, Executive Director of Sinomax Group Limited. All are holding gifts bags to be presented to the elderly.

#### **About Strategic CSR Network Limited**

Strategic CSR Network Limited (Strategic CSR Network) is a not-for-profit organisation and a one-stop platform that aimed at serving underprivileged communities in Hong Kong on an ongoing basis. By leveraging SPRG's existing business and social networks, Strategic CSR Network is able to connect and bring together different parties, including corporations, NGOs/charities and volunteers to achieve common goals. Strategic CSR Network also welcomes reusable product donations so as to reduce solid waste.

#### **About Strategic Public Relations Group**

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. It has 300 professionals working from nine offices in the region.

Through its own offices and affiliation with a global public relations network, SPRG can assist clients to access more than 110 cities around the world. The World PR Report ranks SPRG plus the other 74 global independent agencies within PROI Worldwide as the 5th largest network in the world by net fee income.

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