

## **STRATEGIC CSR NETWORK CELEBRATES MID-AUTUMN FESTIVAL WITH 390 BENEFICIARIES**

(Hong Kong, 26 September 2015) — **Strategic CSR Network Limited** (“Strategic CSR Network”) expressed its care for 390 individuals by organising and supporting five community events ahead of the Mid-Autumn Festival. In addition to two activities held in Ma On Shan and Tin Shui Wai, it has hosted three activities in Sham Shui Po, Kwun Tong and Ngau Tau Kok in a single week.

### **“Provide Warmth to Homeless People”**

On 24 September, Strategic CSR Network partnered with The Salvation Army Health & Care Express – Mobile Service Station for Street Sleepers, assisting 71 homeless people in Sham Shui Po District by offering meals, mooncakes and Loquat Juice Drink.



Meals, mooncake and Loquat Juice Drink for the homeless in Sham Shui Po.

### **“Mid-Autumn Festival Family Day in Kwun Tong”**

Strategic CSR Network cooperated with Kwun Tong Methodist Social Service, inviting 41 beneficiaries from low income families living in Kwun Tong to participate in a fun day filled with enjoyable activities.

During the event organised earlier today, volunteers played games with the families and taught the children how to make lanterns from recycled water bottles. Following the event, each family received a gift bag containing mooncakes, meal coupons, Goji Berry and Chrysanthemum with Pear Drinks, Canola Oil and couple bear.



Children and volunteers enjoy making lanterns together using recycled water bottles.

### **“Mid-Autumn Festival Household Gathering in Ngau Tau Kok”**

Strategic CSR Network supported Jubilee Ministries Joyful Shopping’s regular household gathering in Ngau Tau Kok today, by presenting mooncakes to 40 women and children from underprivileged families.



SPRG volunteers present mooncakes to women and children at centre.

The couple bears, meal coupons, Loquat Juice Drinks, Canola Oils, Goji Berry and Chrysanthemum with Pear Drinks and mooncakes distributed during the events were donated by SPRG clients, namely 3D-GOLD Jewellery (HK) Limited, Fairwood Holdings Limited (HKEx: 52), Hin Sang Group (International) Holding Co. Ltd. (HKEx: 6893), Hop Hing Oils & Fats (Hong Kong) Limited, Hung Fook Tong Group Holdings Limited (HKEx: 1446) and Melco International Development Limited (HKEx: 200), respectively.

Since its official launch, Strategic CSR Network has already organised eight community events, served more than 550 beneficiaries. Strategic CSR Network will maintain its commitment to help underprivileged communities in the future.

### **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. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent players from the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment and sports industries, as well as government bodies and associations.

SPRG has completed over 300 IPO communication programmes to date, involving renowned local brands, enterprises from the PRC and multinational corporations. Currently, the Group is serving more than 160 listed companies in Hong Kong on an ongoing basis. These companies originate from diverse industries, including energy, resource, retail, gaming, pharmaceutical, TMT and property. Through SPRG's own network and affiliation with a global public relations network, SPRG can assist clients access more than 110 cities around the world.

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