

STRATEGIC CSR NETWORK PROVIDES HOME REFURBISHMENTS FOR THE ELDERLY LIVING IN TSING YI AND SHAM SHUI PO

(Hong Kong, 4 February 2016) — **Strategic CSR Network Limited** (“Strategic CSR Network”) and Habitat for Humanity Hong Kong jointly organised a home refurbishment campaign ahead of the Lunar New Year.

All of the six low-income households living in Tsing Yi and Sham Shui Po were identified by Habitat for Humanity Hong Kong as needing the two parties’ assistance. Strategic CSR Network subsequently sought the assistance of North Point Methodist Church James Fellowship – the supporting organisation of the first painting event – which recruited secondary school students from its own organisation to participate in painting and cleaning activities on 23 January 2016. A total of 20 volunteers and students helped create a more pleasant environment for the four households, all residing in Tsing Yi. Additional efforts were directed to two homes occupied by single elderly individuals, both located in Sham Shui Po. The flats were cleaned and painted by eight volunteers on 28 January and 4 February 2016 respectively.

Utmost gratitude is extended to China Mengniu Dairy Co. Ltd. (HKEx: 2319) and Yip's Chemical Holdings Ltd. (HKEx: 408) for their generous donations of milk beverages and paint for the elderly beneficiaries.



A student volunteer paints the ceiling of one home; having received guidance from handymen from Habitat for Humanity Hong Kong.



Thank you volunteers for improving the homes of the elderly.



An elderly woman is immensely grateful to the students for refurbishing her home.

About Strategic CSR Network Limited

Strategic CSR Network Limited (“Strategic CSR Network”) is a registered not-for-profit organisation and a one-stop platform that aims at serving underprivileged communities in Hong Kong on an ongoing basis. Established, funded and supported by Strategic Public Relations Group (“SPRG”) since late 2014, Strategic CSR Network leverages the existing business and social networks of SPRG, as well as its experience in devising and participating in charitable and voluntary works, 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.

SPRG is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

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