

STRATEGIC CSR NETWORK HELPS EDUCATE SENIORS ABOUT CHRONIC PAIN AND RAISES AWARENESS OF DOWN SYNDROME

(Hong Kong, 19 March 2016) — **Strategic CSR Network Limited** (“Strategic CSR Network”) today organised and supported two health-related events, with 450 beneficiaries and participants gaining an understanding of chronic pain and Down syndrome during the respective occasions.

Elderly Health Talk on Chinese Medicine

Strategic CSR Network partnered with The Evangelical Lutheran Church of Hong Kong, Radiance Hub and the 5th Chinese Medicine Promotion Society, and The Student Union of The Chinese University of Hong Kong (“CUHK”) to educate 37 elderly residents of Ma On Shan about chronic pain. The event included a medical talk explaining the causes of chronic pain; demonstration on making reusable Chinese herbal heating packs for pain relief, and Chinese qigong exercises for pain prevention.

Utmost gratitude is extended to Hung Fook Tong Group Holdings Ltd. (HKEx: 1446) and Sinomax Group Ltd. (HKEx: 1418) for their generous donations of healthy drinks and seat cushions respectively – the former also provided volunteers to participate in the event.



The elderly happily accept health-related products for alleviating liver discomfort and relieving tense muscles.



Thanks to CUHK students for hosting a talk, and giving a valuable lesson on preventive care to the elderly.



The elderly perform a series of Chinese qigong exercises as the event draws to a close.

World Down Syndrome Day 2016 – Lots of Socks Party

Following the morning health talk, members of SPRG proceeded to the Tsing Yi Promenade in the afternoon to support The Hong Kong Down Syndrome Association’s Lots of Socks Party, duly providing assistance at one of the game booths. The fun-filled public education event attracted over 400 participants, including Down syndrome patients, their family members and the general public.



A SPRG volunteer helps raise awareness of Down syndrome and the need for a more inclusive society.

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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