

STRATEGIC CSR NETWORK PARTICIPATES IN TWO EVENTS TO EXPRESS WARMTH TO THE ELDERLY

(Hong Kong, 29 November 2016) — **Strategic CSR Network Limited** (“Strategic CSR Network” or “SCSR”) took part in two events to provide companionship and bring joy to the elderly last Saturday.

Good Ol’ Days Elderly Gathering

Organised by HKLSS Rhythm Garden Lutheran Centre for the Elderly, the gathering drew volunteers from SPRG who accompanied the elderly to attend a handicrafts class and to assemble to sing classic songs and enjoy traditional snacks – helping bring back fond memories of the past. In addition, SCSR presented stuffed dolls, adult nutrition milk formula powder and Hello Kitty backrest cushions to the seniors as gifts. Special thanks to 3D-GOLD Jewellery (HK) Ltd. (HKEX: 870), FrieslandCampina (Hong Kong) Limited, and Sinomax Group Ltd. (HKEX: 1418) for their generous donations.



Volunteers and the elderly enjoy a happy afternoon together.



Volunteers assist the elderly in making paper frogs.



Gifts are prepared for the elderly.

Elderly Visit

Also on the same day, SCSR co-organised an elderly visit with NAAC Shamshuipo District Elderly Community Centre. Volunteers from SPRG and CUHK• Care Service Team visited seniors living in Sham Shui Po and Shek Kip Mei and brought them stuffed dolls, meal coupons and adult nutrition milk formula powder as presents. Gratitude is extended to 3D-GOLD Jewellery (HK) Ltd. (HKEX: 870), Fairwood Holdings Ltd. (HKEX: 52) and FrieslandCampina (Hong Kong) Limited for their kind offerings.



Presents for the elderly.

About Strategic CSR Network Limited

Strategic CSR Network Limited (“Strategic CSR Network” or “SCSR”) 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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