

STRATEGIC CSR NETWORK EXTENDS CARE TO THE HOMELESS AND ELDERLY WITH VISUAL IMPAIRMENTS

(Hong Kong, 7 October 2016) — **Strategic CSR Network Limited** (“Strategic CSR Network” or “SCSR”) is supporting the Homeless Visit Training Programme, organised by The Salvation Army Health & Care Express – Mobile Service Station for Street Sleepers, by recruiting volunteers and providing relevant resources. Unlike previous one-time activities, this programme will run for four months, consist of six sessions and cater for individuals who are passionate about helping the homeless over the long term. Such individuals must attend training sessions conducted by professional social workers to deepen their understanding of the situation and difficulties of the homeless, as well as to enhance their communication skills and ability to cope with emergencies. During upcoming visits, the volunteers will deliver hot meals and drinks to the homeless in the Sham Shui Po and Yau Tsim Mong Districts, as well as assist medical volunteers from The Salvation Army as they offer care to street people. Gratitude is extended to Fairwood Holdings Ltd. (HKEX: 52) and Hung Fook Tong Group Holdings Ltd. (HKEX: 1446) for their generous donations, as well as volunteers from Strategic Public Relations Group (“SPRG”), CUHK • Care Service Team and individual volunteers for their support.

Besides participating in the aforementioned programme, Strategic CSR Network partnered with Hong Kong Federation of The Blind in organising a visit to meet with elderly individuals suffering from visual impairments. More than ten volunteers from SPRG and CUHK • Care Service Team took part in the activity, which involved making stops at Sham Shui Po, Yau Tsim Mong, Choi Hung, Kwun Tong and Tseung Kwan O districts, and offering drinks, Hello Kitty Seat Cushions and fruit cups to the said beneficiaries. Special thanks to Hung Fook Tong Group Holdings Ltd. (HKEX: 1446), Simomax Group Ltd. (HKEX: 1418) and Tianyun International Holdings Ltd. (HKEX: 6836) for their generous donations.



Volunteers deliver hot meals and drinks to the homeless in Yau Ma Tei.



Volunteers enjoy time with the elderly.



Gifts are prepared 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.

Enquiries

Strategic Public Relations Group
Eveline WAN

Senior Director – Asia

Tel: (852) 2864 4822

Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan |

Singapore | Malaysia

Strategic CSR Network Limited

Clementine HO

Senior CSR Officer

Tel: (852) 2114 4923

Fax: (852) 2114 4948

Email: clementine.ho@sprg.com.hk /

csr@sprg.com.hk

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