

## STRATEGIC CSR NETWORK ORGANISES CHRISTMAS PARTY AND ELDERLY VISIT TO SPREAD FESTIVE CHEER

(Hong Kong, 28 December 2016) – **Strategic CSR Network Limited** (“Strategic CSR Network” or “SCSR”) organised two community activities prior to the Christmas holiday as part of efforts to share festive cheer to children and elderly individuals who are living alone.

### Christmas Party

SCSR co-organised a Christmas party with Kwun Tong Methodist Social Service Agape Community Care Centre on 22 December. Volunteers from Strategic Public Relations Group (“SPRG”) and CUHK • Care Service Team helped to decorate the venue and host games for the 18 families that participated in the evening event. To ensure a memorable close to the party, a lucky draw was held. Winners were presented with gifts that included Adult Nutrition Formula Powder from FrieslandCampina (Hong Kong) Limited, fruit cups from Tianyun International Holdings Limited (HKEX: 6836) and household products and toys donated by SPRGers.



Volunteers from SPRG and CUHK • Care Service Team gather for a group photo.

## **SPRG Xmas Elderly Visit**

SPRG organised an elderly visit with The Mong Kok Kai Fong Association Chan Hing Social Services Centre on 23 December. The activity was conducted immediately following SPRG's Christmas party. Some 75 colleagues and their family members were divided into small groups and travelled to Tai Kok Tsui and Mongkok to visit the elderly, all of whom are living alone. To keep the seniors in good spirits, SPRGers presented them with couple bears, Adult Nutrition Formula Powder, cooking oil, Hello Kitty Seat Cushions and fruit cups donated by 3D-GOLD Jewellery (HK) Ltd., FrieslandCampina (Hong Kong) Limited, Hop Hing Oils & Fats (Hong Kong) Ltd., Sinomax Group Limited (HKEX: 1418) and Tianyun International Holdings Limited (HKEX: 6836) respectively. Special thanks to all of the aforementioned companies for their generosity.



Some 75 colleagues and their family members gather for a good cause.



An assortment of gifts is 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.

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