



## **New CSR Program -- 'The Art of Caring' Charity Program Offering Help to Local Children and Youth**

[The Empire Hotels & Resorts](#) in conjunction with [SAHK](#) (formerly known as The Spastics Association of Hong Kong) has unveiled a charity program entitled, 'The Art of Caring'. The Exhibition cum Launch Ceremony is held on International Children's Day, 1 June 2009 in the all-new [Empire Hotel Hong Kong • Causeway Bay](#). The Exhibition features 28 paintings created by 3-17 years old children who are physically and/or mentally challenged allowing visitors glimpses of their potential, artistic talents yet to be fully explored.

'The Art of Caring' is a brand-new, innovative charity initiative created by The Empire Hotels & Resorts. Working in tandem with SAHK, the hotel group aims to support and help local children and youth with disabilities in their education and health. Key objectives of this charity program are: to help the underprivileged children who may need financial aid for more talent development opportunities; to provide a channel and platform for these children to express themselves and demonstrate their abilities through art and drawings; and as a responsible corporate citizen, the hotel group would like to contribute to our society through forging a positive development of today's children and youth.

Since March, the hotel group has invited SAHK child and youth members to submit over 300 of their paintings with various themes relevant to their everyday lives. The hotel group has fully funded and implemented this charity program from its inception to completion, and the donation amount made direct to SAHK already exceeds HK\$120,000. Of all paintings, 276 pieces have been selected, beautifully mounted and framed, and are now hung in all guest rooms in the recently opened Empire Hotel Hong Kong • Causeway Bay. Hotel guests are welcome to make a donation purchase towards any paintings in the rooms for HK\$500 apiece. 80% of any subsequent proceeds will be given to SAHK for the development programs for the children and youth under its care.

During 'The Art of Caring' Charity Program Exhibition & Launch Ceremony, Mr. Joseph Woo, Executive Director & Group Financial Controller of Asia Standard Hotel Group Limited (parent company of The Empire Hotels & Resorts) said, "We believe that children are our future. By creating a charity program through the medium of painting and working with SAHK, we endeavour to provide support to these special children and youth in their rehabilitation and education. We also look forward to extending 'The Art of Caring' charity program to cover different art forms and to allow more children and youth in need to express themselves and their talents in a most creative way." Mr. Woo representing the hotel group presented a HK\$120,000 donation cheque to SAHK in the ceremony.

In the launch ceremony, officiating guests joined hands with the child representatives to add the finishing touch to a large-sized 4' x 3' painting. Speaking at the ceremony, one of the officiating guests, Mr. Sui Wai

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Keung, Stephen, Commissioner for Rehabilitation of the [HKSAR Labour and Welfare Bureau](#) remarked, “In order to achieve the goal of social inclusion, support and participation from sectors from business, rehabilitation and community is vital. ‘The Art of Caring’ charity program has exemplified the best of a joint effort by business and rehabilitation sectors in working towards achieving that goal.” Mr Sui remarked that the ‘Convention on the Rights of Persons with Disabilities’ had come into effect from last August in Hong Kong; The Convention engages the right and equality for disabled persons to take part in cultural and artistic lives as well as developing their artistic potentials. This charity program not only promotes the spirit of the Convention, but also demonstrates Hong Kong’s commitment and effort in building a barrier-free, harmonious and equal society to the international communities through the sharing of these wonderful artworks with visitors staying in the hotel.”

Professor Leung Nai Kong, BBS, JP, Vice Chairman of SAHK said, “Communities are made up of different kinds of people, whether they are physically intact or not, they all have innate potentials. With proper guidance and hard work, these potentials can shine through inducing self-confidence and making integrating into society easier. Justified by this faith, SAHK has been actively developing artistic trainings and organized a series of colourful arts activities participated by persons with disabilities. Through these activities, they are encouraged to realize their artistic potentials.” Professor Leung wishes more members of the public will be more receptive to disabled persons and to appreciate their special talents and innocence through these unique works of art.

At the Empire Hotels and Resorts, we are committed to making positive contribution to society and communities in Hong Kong and China, a place in which we operate and have grown over the past decade. Focusing our corporate responsibility and effort on imminent and important social issues, we shall endeavour to contribute, support and help to provide for those who most needed a great place to live, learn and grow.

For a full collection of the paintings from ‘The Art of Caring’ charity program, please visit our website: <http://www.empirehotelsandresorts.com>

**About The Empire Hotels & Resorts** [[www.empirehotelsandresorts.com](http://www.empirehotelsandresorts.com)]

The Empire Hotels & Resorts is owned and managed by Asia Standard Hotel Group Ltd, a listed company in Hong Kong (HKSE Stock Code 292). The Group owns three Empire Hotels in Hong Kong, namely, Empire Hotel Hong Kong • Wan Chai, Empire Hotel Kowloon • Tsim Sha Tsui and Empire Hotel Hong Kong • Causeway Bay and the Empire Hotel Vancouver • Robson Street in Canada, which are all conveniently located in shopping districts and close to business convention centers. The Empire Hotels in Hong Kong are accessible from all parts of Hong Kong via the MTR network and Star Ferry, and a seamless transportation hub by rail, land and sea directly linked to China and the Pearl River Delta. The hotels provide guests with the ultimate convenience at the heart of business and truly affordable luxury.

**About SAHK** [[www.sahk1963.org.hk](http://www.sahk1963.org.hk)]

SAHK, formerly known as The Spastics Association of Hong Kong, was founded in 1963. Currently, there are 51 service units operating in the following fields: pre-schools, special schools, employment, adult residences and training, community and family support as well as professional and continuing education. Over 4,500 families benefit annually.



Mr. Joseph Woo, Executive Director & Group Financial Controller of Asia Standard Hotel Group Limited representing The Empire Hotels & Resorts (right) presents a HK\$120,000 donation cheque to SAHK's Vice Chairman Professor Leung Nai Kong, BBS, JP (left) in the presence of Mr. Sui Wai Keung, Stephen Commissioner for Rehabilitation of Labour and Welfare Bureau and three lovely SAHK's child representatives.



(From left to right) The three officiating guests: Professor Leung Nai Kong, BBS, JP, Vice Chairman of SAHK, Mr. Sui Wai Keung, Stephen, Commissioner for Rehabilitation of Labour and Welfare Bureau and Mr. Joseph Woo, Executive Director & Group Financial Controller of Asia Standard Hotel Group Limited presenting a painting titled 'I Love Hong Kong' by one of the child members of SAHK.



Mr. Sui Wai Keung, Stephen, Commissioner for Rehabilitation of Labour and Welfare Bureau speaking at the event.



One of the child members of SAHK demonstrates his artistic skill at the event.



Three officiating guests (left to right): Mr. Joseph Woo, Executive Director & Group Financial Controller of Asia Standard Hotel Group Limited, Mr. Sui Wai Keung, Stephen, Commissioner for Rehabilitation of Labour and Welfare Bureau and Professor Leung Nai Kong, BBS, JP, Vice Chairman of SAHK, and with the three child representatives of SAHK at 'The Art of Caring' Charity Program – Exhibition & Launch Ceremony.



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