

即時發放

香港寬頻成為 Kids4Kids 「愛心送書大行動」榮譽贊助商

(香港，2011年7月8日) 香港寬頻網絡有限公司(「香港寬頻」，城市電訊(香港)有限公司旗下的全資附屬公司，香港交易所上市編號：1137；美國納斯達克市場交易代號：CTEL)很高興成為 Kids4Kids 「愛心送書大行動」的榮譽贊助商。

「愛心送書大行動」是一個全城起動的活動，為香港、中國以至世界各地有需要的小朋友送上書本。此計劃源於去年冬季由 Kids4Kids 主辦的年青論壇，當中幾位 14 至 16 歲的志願者積極發起。此項有意義的活動得到多家國際及本地學校的支持，推而廣之成為遍及整個香港的大型活動，亦同時得到企業、慈善團體及多個組織的支持。

香港寬頻企業社會責任總監冼少芬女士表示：「正當部份年輕人沉迷在電子遊戲之中，Kids4Kids 的年輕志願者卻主動肩負起社會責任。這種勇於接受挑戰及積極的態度觸碰大家的心靈。正如我們亦經常鼓勵出色人才加入集團，與我們並肩不斷改進，並實現他們在電訊世界的夢想，Kids4Kids 志願者的熱誠絕對值得我們支持。我肯定，集團的人才及 Kids4Kids 的志願者會繼續攜手為社會作出更多貢獻，回饋有需要的人。」

Kids4Kids 創辦人黎林碧連女士表示：「我深信即使是小孩子，只要有機會，他們都有能力去為世界帶來正面的影響，所以在 Kids4Kids 裡，我們都是讓他們來主導的。」

- 完 -

有關城市電訊/香港寬頻

城市電訊(香港)有限公司(香港聯合交易所上市編號：1137；美國納斯達克市場交易代號：CTEL)於 1992 年創辦，透過其自建的光纖網絡提供綜合電訊服務。城市電訊的全資附屬公司，香港寬頻網絡有限公司現為香港增長速度最快的寬頻服務供應商，為超過 1,110,000 寬頻、話音及 IP-TV 客戶提供一系列多元化的創新服務。憑藉最高質素的服務及管理，集團成功地穩佔市場一重要席位並持續增長，更以成功培育約 3,000 名人才成為集團最強的競爭優勢為榮。有關城市電訊的詳細資料，請瀏覽 www.ctigroup.com.hk。

有關 Kids4Kids

Kids4Kids 是一所在 2008 年成立於香港的非牟利機構，並由一群同樣熱衷於為兒童服務的志願工作者所策劃。我們以「透過教育及賦予兒童自主，使他們自發地為世界作出正面改變」為宗旨。有關 Kids4Kids 的詳細資料，請瀏覽 <http://www.kids4kids.org.hk/en/about-us.html>

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附錄一：「送書大行動」活動照片



由左至右：Kids4Kids 董事局成員管洪雪玲女士；Kids4Kids 創辦人及總監黎林碧連女士；ABC Pathways School 創辦人及校長 Ms. Bally Wong；香港寬頻企業社會責任總監冼少芬女士；Crossroads Foundation 總監 Mr. David Begbie；Kids4Kids 志願者 Miss Clare Pemberton；ABC Pathways Schools 市場部經理 Ms. Sherry Yeung

Sponsored Feature

Share Your Read, Share Your Love

How a Book Makes a Difference to Kids Around the World



What a difference a book makes! One person's food for thought may be another's reminder of childhood reading, and yet another's inspiration for what they aspire to be. Consider the power of one, to many, give one book, and together we help many in need.

The Power of One to Many

"Books for a Cause" is a city-wide book drive for kids in need in Hong Kong, China and countries all over the world. This project was initiated by the Advocates at the Kids4Kids Youth Forum last fall. Both international and local schools are involved in this massive book drive across Hong Kong, with the support of corporations, charity organizations, and many other parties. The week-long book drive from 30th May to 5th June has yielded remarkable results.

Billy Wong, Founder and Principal of ABC Pathways School, one of the Gold Sponsors of "Books for a Cause", shares with us their motivation behind their active support. "By assembling all our 3000 students to help out in 'Books for a Cause', ABC Pathways School hopes to teach our students by example how to pass on knowledge through love. We are delighted to be the Gold Sponsor of the event, not only to better encourage students to donate books, but also to contribute to the administrative subsidy for Kids4Kids to run the event effectively. We are impressed by all parties involved in 'Books for a Cause' when we attended the briefing session. The team devotes their time, energy and resources to help people in need without the least concern for what they get in return. This is the solid proof of love is just around your corner!"

Annie Sin, Director of CSR, Hong Kong Broadband Network, another Gold Sponsor, says, "While some teenagers devote themselves to virtual gaming, Kids4Kids Advocates take the initiative to give weight to social responsibility. They are pleased to take challenges and their attitude truly touches our hearts. We have no reason not to respond to their effort and act upon their vision. Just like how we encourage bright talents to join our company, helping us to strive for the best, as well as realizing their dreams in the telecom world. The passion of the Kids4Kids Advocates is worthy of our continuous support. I'm sure our talents and Kids4Kids Advocates will contribute to the society hand-in-hand and give back to the needy."

The Power of Kids

Kids4Kids is a non-profit organization founded in Hong Kong in 2008 and a registered charitable institution (91/10742) exempt from tax under Section 88 of the Inland Revenue

KIDS4KIDS

愛心書送大行動
BOOKS FOR A CAUSE

We wish to applaud the following schools, organisations and individuals who took part in Kids4Kids 2010 "Books for a Cause". Your support has helped to gift books to the many kids in need. Thank you.

Schools

Beacon Hill School
Bradbury School
Canadian International School of Hong Kong
Chinese International School
Christian Alliance P.C. Lau Memorial International School
Creative Secondary School
Delta School of Canada
Diocesan Boys' School
Diocesan Girls' School
Glennalee School
Hong Kong Academy
Hong Kong International School
International Christian School
Island School
King George V School
Marymount Secondary School
Renaissance College Hong Kong
Sacred Heart Canossian College
St. Mary Canossian College
The ISF Academy
Victoria Nursery & Kindergarten Parent-Teacher Association
Victoria Shanghai Academy

Charities who will be receiving the donated books:

Chi Hong Foundation
Christian Family Service Centre - Lai Chi Centre
C.P.C. Yao Dao Primary School
Po Leung Kuk
RIKS Education
St. James' Settlement Kindness Centre
The Salvation Army Recycling Programme
The White Rose Family Foundation
Vision first
Watchdog Early Education Centre
Youth Outreach

Corporations and Individuals

ABC Pathways School
Bookazine
Brandon Learning Centre
Chang Young Lives Foundation
China Resources Enterprise, Limited
Cisco Systems (HK) Ltd
Dragon Centre
Florence Ng
Grand Central Plaza Management Services Office
Grand Pacific Views/Heights
Hong Kong Broadband Network Limited
Joint School Information Technology Association
Kerry Logistics
Lung Mun Oase
Metro Harbour View
Metro Plaza
Milestone Language Centre
Morgan Stanley
Nokia Siemens Networks HK LTD
Oppenheimer Investments Asia Limited
Oxford University Press
Pacific Coffee Company
Palatial Coast Garden
Parkland Villas
Peegaboo Parenting Group
SHK Private
Smartone-Vodafone
St. James' Settlement Kindness Centre
Target Sourcing Services Hong Kong Limited
The Helena May
The Hong Kong Jockey Club
The Sherwood
Thomson Reuters
UBM Medical
Verity Aylward
YoungPost

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Ordinance. Its mission is to help children take responsibility to care for others and for the world we live in.

Kids4Kids does this by empowering kids with opportunities to learn about giving back - from the products created by kids to activities organized by kids to reach out to help not only our local community, but around the world, for a better future.

Through the annual Kids4Kids Books "Writing for a Cause" competition, students from different schools around Hong Kong are invited to be engaged in creative action to write and illustrate their own stories and the Overall

Winner from each participating school will have their story published. Proceeds from these Kids4Kids Books when sold will be donated to designated charitable organizations chosen by the kids - so the kids create the product and they sell the product. Similarly, "Arts for a Cause" in 2010 and "Music for a Cause" just launched in the summer of 2011 call for talents and actions, and in turn contribute to a good Cause.

"I truly believe that kids have the ability and power to make a positive change when given a chance, so at Kids4Kids, we let them take the lead," Michele Lai, Founder of Kids4Kids shares

the drive of organization.

Volunteers from as young as six years old can also participate in its regular outreach programs such as, Buddy Reading at Changing Young Lives Foundation and Outreach Volunteering trip, as in April 2010 to Yunnan.

These activities give kids the chance to meet and communicate with other children from different communities. Through such opportunities for sharing and giving, positive changes can be seen in the kids who volunteer, as well as kids who take part. For more information on how to participate in Kids4Kids programmes, please visit www.kids4kids.org.hk