



For Immediate Release

HKBN and Kids4Kids unite for “Books For A Cause”

(Hong Kong, 1 April 2011) Hong Kong Broadband Network (HKBN), a wholly owned subsidiary of City Telecom (HK) Limited (HKEX: 1137, NASDAQ: CTCL), is pleased to announce our support for the Kids4Kids “Books For A Cause” drive. HKBN and Kids4Kids share a common vision— we hope that our Kids of today, with hands-on experience from driving meaningful projects, will mature to be capable and responsible leaders of tomorrow.

“Books For A Cause” is an entirely student-led program by 13 to 17 years old Hong Kong Secondary School Student Advocates of Kids4Kids. This 7-Day used book collection drive from May 30th – June 6th 2011 has the objective of collecting as many used kids books as possible to donate to the needy children in Hong Kong, China and abroad. The message is simple— if you only donate one used kid’s book and everyone donates one at the same time, the total number of books donated will be exponential. This project also has a strong recycling theme as the books donated are redistributed to be reused.

Annie Sin, Director of CSR, HKBN, *“What a gorgeous program! We are delighted to support this book collection drive especially as it is with Kids in charge. Their actions truly show how they care about the society and this effort should be spread worldwide to influence more people’s involvement. The books they collect not only transfer the knowledge, as at the same time, it touches our inner hearts to help the needy.”*

“This is an amazing opportunity for Hong Kong youth to be engaged, lead and cooperate together for a better and brighter future. Being involved in this project has made me believe that I, as a student, can really make a difference in the lives of others”, said Denise Wong, 16 year old student, Chinese International School, and Kids4Kids Advocate in charge of leading the Books for a Cause project.

For an overview of the Books for a Cause, please refer to a video produced by Kelvin Ha, 17 year old student, Canadian International School and Kids4Kids Advocate:

<http://www.youtube.com/watch?v=8LMkpohhHRo>

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About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) provides integrated telecommunications services in Hong Kong via its own self-built fibre network. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is the fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,110,000 subscriptions for broadband, local telephony and IP-TV. The Company has built a solid market position with top-of-the-line applications and practices enabling it substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk

About Kids4Kids

Kids4Kids is a non-profit organization founded in Hong Kong, 2008, and a registered charitable organization. Its mission is to help children take responsibility to care for others and for the world we live in. It 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. Kids4Kids Advocates, is a program of Kids4Kids, primarily targeting secondary aged students, and aims to empower and engage students in the planning and development of Kids4Kids projects, so that our youth, our future, can make a change today. For more information about Kids4Kids, please visit www.kids4kids.org.hk

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Appendix I – Kids4Kids Advocates Leadership Team Bios



I am **Denise Chan**, a 17-year-old student at Chinese International School. I was born in Hong Kong, fluent in English, Cantonese and Putonghua. Currently, I am the 2010-11 President, Kids4Kids Advocates and have overall responsibility to lead eight other members in the Advocates Leadership Team and other new Advocate team members who join. Kids4Kids has enabled me to develop my leadership and interpersonal skills, given me opportunities to develop my public speaking skills, and improving my overall self-confidence.

I am **Kelvin Ha**, a 17-year-old and currently a student at Canadian International School. I previously attended Diocesan Boys School and St. Joseph's Primary School. I was born in Hong Kong and speak fluent Cantonese, English and Putonghua. Currently, I am the 2010-11 Vice-President, Kids4Kids Advocates and I use my passion and expertise in graphics design and video production skills to help make a difference at Kids4Kids.

I am **Denise Wong**, a 16-year-old student at Chinese International School. I was born in Australia and speak fluent English, Cantonese and Putonghua. Currently, I am the 2010-11 Vice-President, Kids4Kids Advocates and Project Leader for Books for a Cause. Whilst planning and organizing for the project, I learnt that teenagers like us can really make a difference in the world we live in when given an opportunity. It has also made me realize that many corporates do care more than just their bottom line – they care about the community and actively encourages their staff to be engaged in volunteerism. After I graduate from high school, I hope to study medicine but know that I can now make an even bigger difference after what I have learnt at Kids4Kids.

KIDS4KIDS
advocates

愛心書送大行動

BOOKS
FOR A CAUSE



Donate
ONE kids book

萬眾童心，
書送愛心



募集日期
Collection Period

30 5 MAY 月 2011 Monday 星期一 8:00am	→	6 6 JUNE 月 2011 Monday 星期一 8:00am
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and together
we can gift
MANY kids
in need

Join us at 全情參與 www.kids4kids.org.hk
e-mail 電郵: advocates@kids4kids.org.hk

Organizer 主辦機構:

KIDS4KIDS

Supporting Organizations 全力支持:

Child Heng Foundation

Crossroads
Foundation

Sponsors 贊助機構:

KERRY
LOGISTICS
高里物運

ACE
WAYS

CLASSBOOKING
made easy for everyone
youngpost

香港寬頻
PCCW

WHAT?

Donate **ONE** kids book and together we can gift **MANY** kids in need.

*A 100% student-led Hong Kong community wide effort to collect used books for charity.
*Working with *Kerry Logistics* and *Crossroads Foundation* to redistribute books to kids in need locally, China and the rest of the world.

WHY?

Get your people involved and...

*Be a socially responsible citizen and help many kids to receive a gift of learning.
*DO Good & FEEL Good.
*Be a collection point so others can conveniently drop off books at your shops and branches around Hong Kong.
*Engage your talent, customers, friends and family to work towards a good cause.

HOW?

*Sign-up to be a participating collector.
*Tell everyone about it - your staff, customers, friends and family.
*You will receive a 'Starter kit' after you sign up.

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This is a Kids4Kids Advocates project.

Contact us:

www.kids4kids.org.hk
advocates@kids4kids.org.hk



Step 1: Ready, set, GO!

Start collecting from 8:00am, Monday 30th May until 8:00am, Monday 6th June 2011.

Step 2: Categorize!

Box your books collected into these categories:

1. English textbooks – Primary
2. English textbooks – Secondary
3. English textbooks – Tertiary
4. English Children's Picture books
5. Reference materials (Dictionary, encyclopedia, fact books)
6. English teaching materials/handbooks
7. Chinese Children's Picture Books (primary aged)
8. Other
9. Recycle

Step 3: Sort, pack and drop!

Help to sort the books collected, pack them into boxes, and call our logistics sponsor to pick up and drop off.

Supporting Organizations:

智行基金會
Chi Heng Foundation

Chi Heng Foundation

香港十姊妹會
Crossroads Foundation

Crossroads Foundation

KERRY LOGISTICS
嘉里物流

Kerry Logistics