

MEDIA RELEASE

‘The Art of Caring’ Community Program Preludes A Series of Activities In support of HKSAR’s New Senior Secondary Curriculum and Special Needs Students in an Art Creation Demonstration cum Bazaar

(4 November, 2010) Following the success of the launch of ‘The Art of Caring’ last year with an aim to provide support and help to local children and youth with all disabilities in their education and rehabilitation, The Empire Hotels & Resorts in conjunction with SAHK have carried their partnership to new areas and realms. ‘The Art of Caring’ has become a community care program that brings and manifests ‘Art’ in its many forms and the theme ‘Caring’ more closely together.

In support of the HKSAR Government’s new senior secondary curriculum, “Applied Learning” and “Other Learning Experiences”, The Empire and SAHK will hold ‘The Art of Caring’ Bazaar in Empire Hotel Tsim Sha Tsui during 4th and 5th of November when three groups of special needs students will also demonstrate their artistic ability to visitors. ‘The Art of Caring’ Bazaar is a prelude to a program specific to these curriculum for SAHK secondary school students. Visitors to today’s event witnessed art in action, care in action with students from SAHK B M Kotewall Memorial School. The event seeks to encourage young people with all disabilities to realize their own creativity, to boost their confidence and team spirit. In addition, it also engages them in more social participation which will become beneficial to them in their inclusion in society in future.

On 5 November, two groups of 10 to 20 years old students from Ko Fook Lu Memorial School and Jockey Club Elaine Field School will host the art demonstration. All proceeds received from the Bazaar will be donated to these three special schools for their development of “Applied Learning” and “Other Learning Experiences” curriculum.

Dr Lim Yin Cheng, Deputy Chairman & Chief Executive of Asia Standard Hotel Group Ltd said in the event, “Since the launch of the HKSAR Government’s new senior secondary curriculum last year with the addition of “Applied Learning” and “Other Learning Experiences”, we have been actively working with the three SAHK special schools to organize bilateral visits when secondary students will take part in focal activities including exploratory trips and first-hand observations of hotel facilities and its operations. We trust that they will find these outside-the-classroom learning experiences both interesting and rewarding and will be valuable exposure for them to the real work environment. During the hotel visit, our highly experienced service teams will brief the students about relevant theories and practices in the hotel and tourism industry as well as provide them with career information.”

He also remarked, “In addition, the Hotel Group’s Outreach Team will visit these schools in the hope of better understanding their actual learning environment and local special education. We believe that in these activities, students will find more opportunities to express their artistic and emotional latitude, to enrich their general knowledge, to boost their confidence, to polish their social and communication skills as well as to enhance team cooperation. We would also like to see all our efforts equip them for their inclusion in society in future.” Dr Lim handed a specially-made room key card to a SAHK school student representative; a symbolic gesture of the Hotel Group’s welcome and hospitality to students’ visits to all three Empire Hotels.

Another guest of honour Professor Leung Nai Kong, BBS, JP, Chairman of SAHK expressed, “Hong Kong is an international city where we have frequent global networking. So it is necessary for students to gain an understanding in various departments and operations of the hotel industry as part of their ‘Liberal Studies’ curriculum. It not only helps broaden their horizons but also better equips themselves. We believe that they will be able to pursue their academic or career advancement in the future.” He concluded, “SAHK is a social welfare agency, The Empire Hotels Group is a commercial organization. Both of us have opened up a valuable partnership to assume a more effective social responsibility in caring our society. We expect more cooperation with The Empire Hotels Group in the near future to benefit more people in need.”

Today’s event also displayed information about the launch of ‘The Art of Caring’ in 2009 and details of a series of educational activities that have been organized and planned for in 2010-2011. They are:

- two ‘Love & Sharing Cookies Workshops’ in June and September 2010;
- Hotel Group’s Outreach Team visit to Jockey Club Elaine Field School in Tai Po in October 2010;
- a third Cookies Workshop in December teaching children with special needs and their parents how to make Christmas cookies; and
- more bilateral visits during January – March 2011



SAHK B M Kotewall Memorial School students Hung Wai Lam, Leung Ching Man and Law Ka Yu are painting with flying colours.



SAHK Chairman, Professor Leung Nai Kong, BBS, JP, Chief Executive Officer Mr. Fong Cheung Fat, Ms Eva Hui, Group Director of Communications of The Empire Hotels & Resorts with paintings created by SAHK B M Kotewall Memorial School students.



(From Left) Guest of honour, Dr Lim Yin Cheng, Deputy Chairman & Chief Executive of Asia Standard Hotel Group Ltd handing over a key card to a SAHK school student representative Yuen Ka Kin, symbolic of the Hotel Group's welcome and hospitality to students' visits to all three Empire Hotels, and Professor Leung Nai Kong, BBS, JP, Chairman of SAHK.



The Empire Hotels & Resorts with SAHK partner to capture this vivid moment



All guests open their hearts and wallets to support this event

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About The Empire Hotels & Resorts [www.empirehotelsandresorts.com]

The Empire Hotels & Resorts is a wholly owned subsidiary of Asia Standard Hotel Group Ltd, a listed company in Hong Kong Stock Exchange (HKSE Stock Code 292). The Group owns three Empire Hotels in Hong Kong and one hotel in Canada, namely, Empire Hotel Wan Chai, Empire Hotel Tsim Sha Tsui and Empire Hotel Causeway Bay, and the Empire Landmark Hotel, Vancouver Canada. All hotels are conveniently located in shopping districts and close to 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.

Empire Hotel Causeway Bay, opened in 2009 was appointed as a Hong Kong 2009 East Asian Games Athletes' Hotel providing accommodation for athletes of the Games in December 2009. The Empire Landmark Hotel in Vancouver, Canada was appointed an official hotel providing hotel accommodation and meeting facilities to Olympic Winter Games delegates and athletes from around the world in February 2010.

About SAHK [www.sahk1963.org.hk]

SAHK, formerly known as The Spastics Association of Hong Kong, was founded in 1963. Currently, there are 58 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 6,000 families benefit annually. In recent years, a range of arts and related programs has been developed to enable persons with disabilities to express and realize their creative potential, and to become participating members of society.

About 'The Art of Caring' [<http://www.empirehotelsandresorts.com/en/csr.aspx>]

Created in 2009, 'The Art of Caring' is an innovative Corporate Social Responsibility (CSR) initiative of The Empire Hotels & Resorts aiming to help the underprivileged children for more talent development opportunities; to support and help local children and youth with all disabilities in their education and rehabilitation. Last year, child and youth members under the care of SAHK were invited to submit over 300 paintings with various themes relevant to their everyday lives. 280 paintings were selected, beautifully mounted and framed, and are now hung in all guest rooms in Empire Hotel Causeway Bay. Hotel guests are welcome to make a donation purchase towards any paintings in their rooms. As a responsible corporate citizen, the Hotel Group wishes to contribute to society and to provide a viable platform for these children and youth to grow via this CSR initiative. The program was fully funded and implemented by the Hotel Group from its inception to completion, and the donation amount made direct to SAHK so far has exceeded HK\$150,000.

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