



“Sa Sa for Eternal Beauty” Charity Project “Cross-generation Video Competition 2019” Award Presentation Ceremony

(30 March 2019 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178) is pleased to announce that the award presentation ceremony of the **“Cross-generation Video Competition 2019”**, as the kick-off activity of the **“Sa Sa for Eternal Beauty” Charity Project** initiated by Sa Sa Making Life Beautiful Charity Fund and Po Leung Kuk, concluded with success today.

The award presentation ceremony was graced by the presence of Mr Caspar Tsui, Under Secretary for Labour and Welfare of the Government of the HKSAR, who joined Dr Simon Kwok, Chairman and Chief Executive Officer of Sa Sa; Dr Eleanor Kwok, Vice-chairman of Sa Sa and Dr Margaret Choi, Chairman of the Po Leung Kuk with other guests, to witness the crowning of the winners.

The “Cross-generation Video Competition 2019” aims to promote the harmonious relationship between youth and seniors, enhancing the awareness of cross-generational bonding in the community at large. The competition consists of Student and Open Categories - The champion entry of the Student Category “Human Touch” depicts the neighbourhood in Sham Shui Po via chalkboard painting, implying that it takes only a small step to narrow the gap between youngsters and seniors to achieve cross-generation harmony. The champion entry of the Open Category “Heart to Heart” is about a young grand-daughter showing care for her grandmother by taking her to “revisit” her hometown in Sham Shui Po via mobile recording. Through conveying positive messages of love and care, the two-generation share collective memories together and eliminate their generation gaps.

Dr Eleanor Kwok, BBS, JP, Vice-chairman of the Group, said, “With our ‘Making Life Beautiful’ corporate aspiration in mind, Sa Sa is honored to join hands with Po Leung Kuk to initiate the 2-year ‘Sa Sa for Eternal Beauty’ Charity Project, fulfilling our social responsibility while making contribution to create a healthy and harmonious community. Through this competition, we hope to bring youth and seniors together, fostering closer relationships between them. We would also like to encourage participants of this competition and the public to show more care for the elderly, building a caring community spirit together, thereby making life beautiful for all members in society.”

The 2-year “Sa Sa for Eternal Beauty” Charity Project is initiated by Sa Sa Making Life Beautiful Charity Fund and Po Leung Kuk. Adopting the five key subjects of the STEAM cross-curricular learning approach as medium – Science(**S**), Technology(**T**), Engineering(**E**), Art(**A**) and Mathematics(**M**), the project aims to establish a caring platform in the neighbourhood and demonstrate the new perspective of cross-generation collaboration via an array of initiatives, by recruiting youth and seniors to become “cross-generation ambassadors” to spread the vision of eternal beauty together with the support of “Sa Sa Sincere” volunteering team.

Established in March 2013, Sa Sa Making Life Beautiful Charity Fund is committed to creating harmonious society through delivering Sa Sa’s “Making Life Beautiful” aspiration. The Fund provides assistance and support to registered charitable organisations. Past sponsorship projects include “Post-90s” and “Beauty of Our Future” etc.

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(From left) Dr Margaret Choi, Chairman of Po Leung Kuk; Mr Caspar Tsui, Under Secretary for Labour and Welfare of the Government of the HKSAR; Dr Simon Kwok, Chairman and Chief Executive Officer of Sa Sa; Dr Eleanor Kwok, Vice-chairman of Sa Sa.



(From left) Mr William Koo, Director of Po Leung Kuk; Mr Ching Nam Ma, Vice-chairman of Po Leung Kuk; Dr Margaret Choi, Chairman of Po Leung Kuk; Mr Caspar Tsui, Under Secretary for Labour and Welfare of the Government of the HKSAR; Dr Simon Kwok, Chairman and Chief Executive Officer of Sa Sa; Dr Eleanor Kwok, Vice-chairman of Sa Sa; Mrs Winnie Chan, Vice-chairman of Po Leung Kuk together with Mr Patrick Kwok, Director of Po Leung Kuk, officiate at the award presentation ceremony.



Officiating guests take a group photo with the winning teams.