

For Immediate Release

BEA Sponsors the Parent-Teacher Associations Charity Walk

Hong Kong, 20 April 2004 – The Bank of East Asia (“BEA”) has sponsored the Charity Walk organised by The Federation of Parent-Teacher Associations (“PTA”) – Wanchai District and Southern District. Nearly 5,000 teachers, parents and children from eighteen districts are estimated to have participated in the event, as well as a walking team consisting of 300 BEA staff members and their families.

“We are extremely pleased to be the Title Sponsor of this Charity Walk and it is very encouraging to note the public’s response to the event,” said Mr Joseph Y.W. Pang, BEA’s Executive Director and Deputy Chief Executive. “BEA has traditionally supported numerous charities in Hong Kong and the strong turnout clearly reflects the public’s support of welfare services.”

Professor Arthur K.C. Li, Secretary for the Education and Manpower Bureau, together with Mr Joseph Pang of BEA, Mr John Chan, Deputy Chairman of The Community Chest of Hong Kong’s Executive Committee and Messrs. Michael Au and Albert Chung, Chairman and Vice Chairman of the PTA Charity Walk, served as officiating guests during the opening ceremony. Funds raised by the Charity Walk will be allotted under ‘Family and Child Welfare Services’ supported by The Community Chest and will benefit those relevant member agencies of The Chest.

Covering a distance of approximately ten kilometres, the Charity Walk began at Hong Kong Stadium and continued along to Wan Chai Gap Park, where BEA participated in the children’s fun fair hosted by PTA that included photo opportunities and souvenirs for children. The Walk ended at the Aberdeen Country Park Visitors Centre.

Given the educational nature of the Charity Walk, BEA has chosen “Kid Master” to serve as title product featured during the event. Kid Master was introduced in March this year and is BEA’s comprehensive children’s plan that includes educational insurance, a savings account and “Cyberbanking” tailored for children.

In addition to providing children with financial protection, the plan has been designed so that parents and children can manage accounts together, thereby encouraging children to learn more about fundamental financial concepts. Kid Master members can also enjoy a wide range of benefits, take part in special events, and earn extra bonus points by using BEA Credit Card. BEA will run more parent-child activities in the future as part of its programme to forge closer ties with customers, and to further promote Kid Master.

For more information on BEA and Kid Master, please contact the Customer Service Hotline on 2211 1311, or visit any BEA branch or log onto the Bank’s website at <http://www.hkbea.com>.

- End -

For press enquiries, please contact:

Mr Tong Hon-shing
General Manager & Head of Personal Banking Division
Tel: 2912 1800
Fax: 2868 4608
E-mail: tonghs@hkbea.com



Caption: Mr Joseph Y.W. Pang (2nd from left), Professor Arthur K.C. Li and the other officiating guests at the ribbon-cutting ceremony.