

For Immediate Release

2014/2015 BEA Parent-Child Reading Programme Kicks Off

Hong Kong, 14th October, 2014 – The Bank of East Asia, Limited (“BEA”) announces that The Bank of East Asia Charitable Foundation Limited (“BEA Foundation”) is serving as title sponsor of the BEA Parent-Child Reading Programme (the “Programme”) organised by Hong Kong Sheng Kung Hui’s Religious Education Resource Centre (“RERC”) for a second consecutive year.

Over 200 students, parents, and teachers attended the kick-off ceremony, held on Saturday, 11th October, 2014 at BEA Tower in Kwun Tong. Speaking at the event, Mr. Brian Li, Executive Director & Deputy Chief Executive of BEA and Director of the BEA Foundation, said, “In view of the overwhelming response to the Programme last year, we have decided not only to increase the number of openings from 1,200 to 2,000, but also to introduce a “train the trainer” workshop with an aim to equip more parents, librarians, and teachers with the skills necessary to foster good reading habits among children.”

The Rev. Dr. Canon Thomas Pang, Director of RERC, who also attended the ceremony, said “A special emphasis of this project is to promote parent - child interaction. Emilie Buchwald, an author of two award-winning children’s books in the US said, ‘Children are made readers on the laps of their parents.’ We hope that we will be able to encourage and support parents in building a strong foundation for their children’s life-long learning through reading.”

The Programme will continue to target Primary 1 to Primary 6 school students from families receiving Comprehensive Social Security Assistance or student financial assistance. After paying an enrolment fee of just HK\$30 to join the Programme, each participant will receive up to six carefully selected books that deal with a variety of topics, such as peace, introspection, and persistence. Instructional material including suggestions on how to read the books with their children will also be provided to parents, with an aim to help them strengthen their relationships with their children.

Throughout its history spanning nearly 100 years, BEA has supported a wide range of charitable programmes and events in the communities it serves. In 2009, the Bank established the BEA Foundation in support of education and to help alleviate the burdens of underprivileged members of society. For more information on BEA’s CSR efforts, please visit the Bank’s homepage at www.hkbea.com (About BEA / Corporate Social Responsibility).

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is Hong Kong's largest independent local bank, with total consolidated assets of HK\$805.3 billion (US\$103.9 billion) as of 30th June, 2014. The Bank is listed on The Stock Exchange of Hong Kong, and is a constituent stock of the Hang Seng Index.

BEA offers customers a comprehensive range of commercial banking, personal banking, wealth management, and investment services through an extensive network of more than 240 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit any BEA branch or the Bank's homepage at www.hkbea.com.

About The Religious Education Resource Centre

The Religious Education Resource Centre was established in 1978. The mission of RERC is to provide opportunities for people to grow cognitively and spiritually by offering a comprehensive range of programmes for spiritual nurturing; making accessible the latest developments in research and theory; supplying a collection of excellent educational resources for schools and churches; and supporting the continuous growth and renewal of religious educators and parents.

RERC strives to respond to the different needs of the community, schools, and churches and is fully committed to promoting life and parenting education, to help parents teach children to love and to enjoy a full and fruitful life. RERC publishes picture books, storybooks and value education materials to help teachers and parents explore the value of life. The publications include storybooks and children's literature, family education, children's Bible and Bible stories, moral education stories, Christian knowledge and living stories with activities etc. For more information on RERC, please visit the homepage at www.erc.org.hk.

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Mr. Brian Li, Executive Director & Deputy Chief Executive of BEA and Director of the BEA Foundation (right) receives a souvenir from The Rev. Dr. Canon Thomas Pang, Director of RERC.



Mr. Brian Li, Executive Director & Deputy Chief Executive of BEA and Director of the BEA Foundation (third from left), Mr. Tong Hon-shing, Deputy Chief Executive of BEA and Director of the BEA Foundation (second from left), The Rev. Dr. Canon Thomas Pang, Director of RERC (third from right), and Mr. Bob Lam, well-known DJ, enjoyed a fun-filled morning with more than 200 participants at the opening ceremony for the 2014/2015 BEA Parent-Child Reading Programme on 11th October, 2014.