

For Immediate Release

2015/2016 BEA Parent-Child Reading Programme Kicks Off

Hong Kong, 13th November, 2015 – The Bank of East Asia, Limited (“BEA”) announces that The Bank of East Asia Charitable Foundation Limited (“BEA Foundation”) and the Hong Kong Sheng Kung Hui’s Religious Education Resource Centre (“RERC”) have kicked off the 2015/2016 BEA Parent-Child Reading Programme (“the Programme”). The BEA Foundation is serving as title sponsor of the Programme for the third consecutive year. In addition, a seminar was held this year after the ceremony with the support of Metro Broadcast.

Over 200 guests attended the kick-off ceremony cum seminar, held on Saturday, 7th November, 2015 at BEA Tower in Kwun Tong. In addition to participating parents, educators also attended the seminar to share their views and experiences on how parent-child reading can help parents strengthen their relationships with their children, and foster an interest in reading among children.

Speaking at the event, Mr. Tong Hon-shing, Deputy Chief Executive of BEA and Director of the BEA Foundation, said, “In view of the overwhelming response to the Programme in the past two years, we have decided to extend the programme to kindergartners, increasing the number of openings from 2,000 to 2,400, so that more families can participate in this meaningful programme.”

The Rev. Dr. Canon Thomas Pang, Director of RERC, one of the guest speakers in the seminar, said “This year, the number of participating schools increased to 106 from 64 in the previous year. This is indeed an encouraging result to us.”

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\$816.0 billion (US\$105.3 billion) as of 30th June, 2015. Listed on the Stock Exchange of Hong Kong, the Bank 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.rerc.org.hk.

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Media enquiries:

Ms. Mimi Kam
General Manager and Head of Human Resources
& Corporate Communications Division
The Bank of East Asia, Limited
Tel.: (852) 3608 0989
Email: kamam@hkbea.com

Ms. Fredi Lam
Deputy Director-General
Religious Education Resource Centre
Tel.: (852) 2776 6951
Email: fredi@rerc.org.hk

BEA – Operator of one of the largest banking networks in Hong Kong





Mr. Tong Hon-shing, Deputy Chief Executive of BEA and Director of the BEA Foundation (seventh from left), Ms. Mimi Kam, General Manager & Head of Human Resources and Corporate Communications Division of BEA & Director of BEA Foundation (first from right), Rev. Dr. Canon Thomas Pang, Director of RERC (first from left), representatives from the co-organisers, and the guest speakers attended the kick-off ceremony for the BEA Parent-Child Reading Programme on 7th November, 2015.