

**For Immediate Release**

**The BEA Foundation Continues Its Commitment to Education**  
*Sponsors the BEA Parent-Child Reading Programme  
for the Fourth Consecutive Year*

**Hong Kong, 22<sup>nd</sup> September, 2016** – The Bank of East Asia, Limited (“BEA”) announces the commencement of the 2016/2017 BEA Parent-Child Reading Programme (“the Programme”). Funded by BEA’s charitable arm, The Bank of East Asia Charitable Foundation (“BEA Foundation”), the Programme is organised by Hong Kong Sheng Kung Hui’s Religious Education Resource Centre (“RERC”) and receives volunteer support and other forms of assistance from the BEA. This is the fourth consecutive year that the BEA Foundation has served as the title sponsor of the Programme.

Over the years, interest in the BEA Parent-Child Reading Programme has grown considerably. In comparison with the 2013/2014 Programme, which involved just over 40 schools and 1,200 children, the 2015/2016 Programme involved more than 100 schools and 2,400 children.

Commenting on the Programme, Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division of BEA and Director of the BEA Foundation, stated “We are truly pleased to have the opportunity to support an initiative that not only supports our commitment to education, but also fosters stronger bonds between children and their parents, which is beneficial to our society as a whole.”

The Rev. Dr. Canon Thomas Pang, Director of RERC, said “The programme is effective in enhancing student engagement and their motivation to read, as well as promoting children’s character development and parent-child relationships.”

The Programme has been designed for kindergarten and primary school students, including those from families receiving Comprehensive Social Security Assistance. After paying an enrolment fee, participants receive four to eight selected books and instructional materials. To help parents and teachers learn more about how to foster good reading habits among children, participating adults can take part in the “Train the Trainer” workshop, which was first introduced to the Programme in 2014.

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](http://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\$756.6 billion (US\$97.5 billion) as of 30<sup>th</sup> June, 2016. 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 corporate banking, personal banking, wealth management, and investment services through an extensive network of more than 230 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and United States. For more information, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

### **About The Religious Education Resource Centre**

Established in 1978, the mission of RERC is to provide opportunities for people to grow intellectually and spiritually through a range of comprehensive programmes for spiritual development, and by sharing the latest developments in research and theory. In addition, RERC provides a variety of educational resources for schools and churches, and supports the continuous growth and renewal of religious educators and parents.

RERC strives to respond to the different needs of the community, schools, and churches. It is fully committed to promoting life and parenting education, to help parents teach their children how to love, and to help people enjoy a full and fruitful life. RERC also publishes picture books, storybooks, and educational materials to help teachers and parents teach children about the value of life. Publications include children's literature, family education, children's Bible, Bible stories, moral education stories and information about Christianity. For more information on RERC, please visit [www.rerc.org.hk](http://www.rerc.org.hk).

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Media enquiries:

Ms. Carmen Lee

Head of Corporate Communications Department

The Bank of East Asia, Limited

Tel.: (852) 3608 5830

Email: [leecol@hkbea.com](mailto:leecol@hkbea.com)

Ms. Wan-Man Lau

Head of Reading Promotion Dept.

Religious Education Resource Centre

Tel.: (852) 2776 6333

Email: [cloud@rerc.org.hk](mailto:cloud@rerc.org.hk)

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



Ms. Mimi Kam, General Manager and Head of Human Resources and Corporate Communications Division (back row, centre), and The Rev. Dr. Canon Thomas Pang, Director of RERC (to the right of Ms. Kam), presented prizes to the winners of the “Reading and Sharing Competition” at the closing ceremony of the 2015/2016 BEA Parent-Child Reading Programme on 21<sup>st</sup> July, 2016.