

For Immediate Release

BEA Organises Fun Day for the Children from Christian Action

Hong Kong, 13th October, 2016 – The Bank of East Asia, Limited (“BEA”) organised a Fun Day for the children from Christian Action Mongkok Service Centre, at the E Cube Club in iSquare, Tsim Sha Tsui, this summer.

Mr. Brian Li, Executive Director & Deputy Chief Executive, Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division, and 46 members of BEA’s volunteer team spent the day with over 100 children and their family members. At the event, the children were engaged in a number of activities at the indoor playground, including a magic show, and a lucky draw hosted by Mr. Brian Li. The day ended with participants enjoying a buffet lunch at a German restaurant, where they received goodie bags filled with stationery and other items.

Commenting on the event, Mr. Brian Li said “Judging from the laughter and smiling faces, the children from Christian Action had a great time at our Fun Day, which made the event very rewarding for my colleagues and me. We at BEA thoroughly enjoyed spending the day with the kids and their family members.”

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 Bank of East Asia Charitable 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\$756.6 billion (US\$97.5 billion) as of 30th 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.

About Christian Action

Christian Action was established in 1985 as a Hong Kong registered charitable organization. Its mission is to serve those who are poor, disadvantaged, marginalized, displaced or abandoned, aiming to give them hope, dignity and self-reliance. Its service recipients include underprivileged children and youth, the unemployed, new arrivals, ethnic minorities, refugees, migrant domestic workers, also orphans and abandoned children in Qinghai; it also develops social enterprise services. It bases on the example of Jesus Christ to serve all people regardless of their age, gender, nationality and religion.

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





Mr. Brian Li, Executive Director & Deputy Chief Executive of BEA (first row, first from right), Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division (third row, first from right), and staff volunteers enjoyed a fun-filled day with the children from Christian Action.



Lucky draw winners were invited on stage to receive a gift from Mr. Brian Li.