

**For Immediate Release**

## **2018-2019 BEA Parent-Child Reading Programme Successfully Concludes**

**Hong Kong, 5<sup>th</sup> July, 2019** – The Bank of East Asia Charitable Foundation Limited (“BEA Foundation”), a wholly-owned subsidiary of The Bank of East Asia, Limited (“BEA”), and Hong Kong Sheng Kung Hui’s Religious Education Resource Centre (“RERC”) celebrated the successful conclusion of the 2018-2019 BEA Parent-Child Reading Programme (the “Programme”) at the closing ceremony held at BEA Tower in Kwun Tong on 29<sup>th</sup> June, 2019. This is the sixth consecutive year that BEA Foundation has sponsored the Programme.

Over 250 students, parents, and school representatives attended the closing ceremony, which included a prize presentation ceremony for winners of the story-telling competition held to mark the 10<sup>th</sup> Anniversary of the BEA Foundation. Winners in the primary school and kindergarten categories were invited onstage to perform, receiving warm applause from the audience.

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 “Since we began working with RERC, more than 10,000 primary school and kindergarten students throughout Hong Kong have joined the BEA Parent-Child Reading Programme. This is an impressive achievement, and we are truly pleased to be promoting reading and strengthening parent-child bonds in our community.”

The Rev. Dr. Canon Thomas Pang, Director of RERC, said “My colleagues and I were delighted to see so many smiling faces at the closing ceremony. The Programme truly brings families together. This is vitally important in view of how much time people spend on their own, behind their mobile phones in today’s world.”

In the 2018-2019 academic year, a total of 2,400 primary and kindergarten students from families receiving Comprehensive Social Security Assistance or student financial assistance joined the Programme. Each student received a selection of four or eight high quality books, together with guide books for parents on how to read with their children. Participants were also invited to join the Programme’s “Reading and Sharing Competition”, in which winners were awarded a trophy and a cash prize in the form of an initial deposit made into a Kid Master Savings Account from BEA. To help parents and teachers learn more about how to foster good reading habits among children, up to 100 participating adults joined the “Train the Trainer” workshop this year.

Together with social welfare and the environment, education is a pillar of BEA's community investment programme. In addition to the BEA Parent-Child Reading Programme, the BEA Foundation supports educational opportunities for under-resourced children in the BEA "High Five" Club, an after-school care programme operated by St James' Settlement. In addition, the BEA Foundation provides scholarships for university students in Hong Kong with and without special educational needs. For more information on BEA's CSR efforts, please visit the Bank's website 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 a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong with total consolidated assets of HK\$839.5 billion (US\$107.2 billion) as of 31<sup>st</sup> December, 2018.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers throughout Greater China and beyond via an extensive network of nearly 200 outlets covering Hong Kong, Macau, Taiwan, Mainland China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit [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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***BEA – Operator of one of the largest banking networks in Hong Kong***





More than 250 guests attend the closing ceremony for the 2018-2019 BEA Parent-Child Reading Programme on 29<sup>th</sup> June, 2019.



Over 80 participants in the Programme receive prizes during the closing ceremony.