



保良局 企業傳訊及公關部

PO LEUNG KUK Corporate Communications and Public Relations Department

香港禮頓道 66 號 66, Leighton Road, Hong Kong 電話 Tel.: 2277 8352 傳真 Fax: 2890 3168

Press Release [For Immediate Release]

**Po Leung Kuk Building Social Safety Net for Elders
with Generous Donation from Associated International Hotels Ltd**

“Ageing in Place” is continuously promoted in the community to assist elderly persons to stay in their familiar neighborhood. Po Leung Kuk Proactive Concern Centre for the Elderly is devoted to build a social safety net for elderly in Central and Western District. The centre is now renamed as “Po Leung Kuk Tian Teck Proactive Concern Centre for the Elderly” as a gratitude to the generous donation from Associated International Hotels Ltd. The dedication ceremony was held today, with Mr. TAN Tick Yee, Assistant Director (Elderly), Social Welfare Department, as the officiating guest.

Dr Margaret W.L. Choi, Chairman of Po Leung Kuk, stated at the ceremony that 3 elderly centres of Po Leung Kuk — “Po Leung Kuk Tian Teck Proactive Concern Centre for the Elderly”, together with “Chan Au Big Yan Home for the Elderly” and “Ageing Well Day Care Centre”, formed an important social safety network in Central Western District for the elderly serving different needs of both strong and frail elderly.

Po Leung Kuk Elderly Services build up social network for elderly in different districts, encourage them to connect with each other and form social safety net. “Po Leung Kuk Tian Teck Proactive Concern Centre for the Elderly” encourages the elderly to form volunteer teams to visit elderly home and day care centre in the neighborhood, to perform magic, clown tricks, share homemade soups and nougats for frail elderly, in order to promote a sense of self worthiness. The elderly volunteer teams also visit and make regular calls to elderly who are living alone to provide mutual rapport and help each other to age in place.

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Photo 1: The ribbon-cutting ceremony held by the officiating party.



Photo 2: Elderly from Po Leung Kuk Tian Teck Proactive Concern Centre for the Elderly forming team to perform magic tricks at the ceremony. The most senior member has reached 91 years old.



Photo 3: Elderly teacher from the centre instructing other elderly to make pressed flower bookmarks.



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About Po Leung Kuk

Founded in 1878, Po Leung Kuk, as one of the largest charity organisations in Hong Kong, has been serving Hong Kong for 140 years with its objective of “Protecting the Young and the Innocent” (保赤安良). Currently, the Kuk has more than 300 units strategically located in Hong Kong and provides services in social welfare, education, recreation and cultural fields. We have more than 45,000 students in our schools. The service attendance at the Kuk exceeds 600,000 annually. For more information about Po Leung Kuk, please go to www.poleungkuk.org.hk.

Media Enquiry

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