

Press Release (Total 3 pages)

For immediate release

**Hong Kong Red Cross Pass-it-On Campaign 2023 Kick-off Ceremony
Star Caring Ambassador Carlos Chan and The Famous IP LuLu the Piggy
Spread Love and Care to the Public
Launch the Charity Sale to Support Humanitarian Services**

(Hong Kong, 5 November 2023) The Hong Kong Red Cross (HKRC) annual fundraising campaign "Pass-it-On Campaign" has entered its 21st anniversary, and a kick-off ceremony was held at MOSTown in Ma On Shan. This year, we are honored to have **the renowned artist, Mr Carlos Chan, to be our Star Caring Ambassador**, along with **the famous IP LuLu the Piggy** and other distinguished guests in attendance. They ignite a spark within everyone, motivating them to actively engage and demonstrate compassion, while actively contributing to humanitarian endeavors.

This year's theme "**PIG the Love Dialogue**", collaborates with the famous IP, LuLu the Piggy, to present the "5 Love Languages" to the public and encourage them to express love and care to their beloved ones. Among the charity sale items is the "**LuLu the Piggy UV Protection Umbrella**", a companion for all weather conditions and the "**LuLu the Piggy Eco Shopping Bag**", to carry the spirit of love and kindness everywhere.

At the kick-off ceremony, **Dr Lau Chor-chiu, GMSM, MH, JP, Chairperson of the HKRC**, expressed gratitude to the unwavering support from all for the "Pass-it-On Campaign". He stated, "The Pass-it-On Campaign has relied on the recognition and support from our partners in all sectors and the public for over two decades. This year, we introduce charity sale items that combine convenience with compassion, inviting the public to spread love to those around them and together build a humanitarian city filled with love."

Star Caring Ambassador Mr Carlos Chan and LuLu the Piggy unveiled the two charity sale items and shared how to express the "PIG the Love Dialogue" to loved ones in daily life. "Hong Kong people often hold back in expressing their affection towards those around them. I believe it's time we explore various ways to show that we care, such as exchanging gifts with each other or even participating in charity and volunteering activities together, sharing our love and care with more people."

The public is not only encouraged to acquire charity sale items for personal use but also to donate these items as gifts to underprivileged populations through the HKRC network, channeling love and care to those in need.

Charity sale items are available for order starting 5th November 2023 at the following channels, proceeds raised will be used to support the humanitarian services of the HKRC:

Through online platforms:

- Red Cross Shop : rcshop.redcross.org.hk
- LuLu the Piggy's official website : <https://luluthepiggy.com/>
- ESDlife : www.esdlife.com
- hutchgo.com : www.hutchgo.com.hk
- Price.com.hk : www.price.com.hk
- HKTVmall EcoMart : <https://ecomart.hktvmall.com/>

Selected Retail Stores*:

- Red Cross Shop and
- Selected PARKnSHOP, TASTE, FUSION, food Le Parc, GREAT FOOD HALL, GOURMET, Watsons and FORTRESS (starting from 7th November 2023)

*“LuLu the Piggy UV Protection Umbrella” is only available in retail stores except Red Cross Shop.

Corporates are welcome to encourage their staff to order the tokens for their family and friends. For corporates ordering at 100 pieces of charity sale token or above, they are welcome to state in their publicity materials that Hong Kong Red Cross is a beneficiary organization.

Outreach Charity Sale Points

Charity Sale Points will be set up at outdoor spots and in MTR stations in different districts (Details please refer to campaign website and Facebook)

The HKRC sincerely expresses gratitude to various organizations and groups for their strong support (listed in no particular order). They include:

- Piggy's Powerful Support: LuLu the Piggy, TOYZEROPLUS
- Gold Sponsors: CSL Behring Asia Pacific Ltd., QP Group, Taste, Gourmet Group Limited, Vision Skill Consulting Limited
- Logistic Partner: OOCL LOGISTICS (HONG KONG) LIMITED
- Retail Partner: PARKnSHOP, FUSION, TASTE, Food Le Parc, GOURMET, GREAT FOOD HALL, Watsons and FORTRESS
- Online Partners: ESD Services Limited, Hutchison Travel Limited and Price.com.hk
- Supporting Partners: BOC(HK) Limited, Fairwood Fast Food Limited, Freedom Communications Ltd, Hong Kong Institute of Human Resource Management, Hong Kong Technology Venture Company Limited, Nan Fung Property Management, Recruit & Company Limited, Sino Property Service Limited, THE “STAR” FERRY COMPANY, LIMITED, Sun Ferry Services Company Limited

Photo Captions

1. Dr Lau Chor-chiu, Chairperson of the Hong Kong Red Cross, expressed gratitude to all for their unwavering support for the "Pass-it-On Campaign", which spread love and care to every corner of society by action.
2. Mr Carlos Chan, Star Caring Ambassador, and LuLu the Piggy and guests, representatives from Sponsors and Supporting Organizations attended the "Pass-it-On Campaign 2023" Kick-off Ceremony.
3. Mr Carlos Chan, Star Caring Ambassador of the "Pass-it-On Campaign", and LuLu the Piggy unveiled the two charity sale items and shared how to express the "PIG the Love Dialogue" to loved ones in daily life.
4. LuLu the Piggy attended the kick-off ceremony and took photos.
5. The two charity sale products "LuLu the Piggy UV Protection Umbrella" and "LuLu the Piggy Eco Shopping Bag" are adorable and practical. Both are perfect for gifting or personal use.

About "Pass-it-On Campaign"

Aiming to raise funds in support of the humanitarian work of the Hong Kong Red Cross and to promote the "Share and Care" spirit amongst people, the HKRC has been organizing the Pass-it-On Campaign since 2003. The charity campaign has become one of HKRC's key annual fundraising events. The Campaign highlights the power of joining hands, that when we all put ourselves together, an enormous loving power can be accumulated to help those who are in need. It is a fundraising campaign that relies on this "pass-it-on effect" amongst people to spread the "share and care" spirit.

Campaign Enquiries

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