



MEDIA RELEASE

For Immediate Release

## **Asia Standard Hotel Group Ltd is proud to become a Caring Company 2009/10**

(HONG KONG – March, 2010) [Asia Standard Hotel Group Ltd](#) has been awarded Caring Company 2009/10 by the [Hong Kong Council of Social Service](#) (HKCSS) on the merits of the Hotel Group's Corporate Social Responsibility (CSR) programme named 'The Art of Caring' implemented in The Empire Hotels & Resorts, a member of the Hotel Group.



'The Art of Caring' was a brand-new, innovative charity initiative created by The Empire Hotels & Resorts in early 2009. Working in tandem with [SAHK](#) (formerly known as The Spastics Association of Hong Kong), the Hotel Group aimed to help and support local children and youth with disabilities in their education and health.

During March-April 2009, the Hotel Group engaged over 400 SAHK 3-17 years old child and youth members to create paintings with various themes relevant to their everyday lives such as 'Fireworks', 'I Love Hong Kong,' 'Green World', 'Nature', 'Family' to name just a few. The Hotel Group employed 20 16-65 year-old members with physical handicaps and multiple disabilities in a SAHK's shelter workshop for their service of mounting and framing of 300 select paintings. 29 paintings were featured in an Exhibition cum Launch Ceremony on International Children's Day, 1 June 2009 in the all-new [Empire Hotel Hong Kong • Causeway Bay](#) allowing visitors glimpses of potential, artistic talents of this group of children and youths. Over 50 child members of SAHK were invited to the event and all of them enjoyed a wonderful afternoon with fun and refreshments.

All 280 guest rooms in the Empire Hotel Hong Kong • Causeway Bay showcase these beautifully mounted and framed paintings. Information about this programme can be found inside all guest rooms and hotel guests are welcome to make a donation purchase towards any paintings in the rooms.

Dr Lim Yin Cheng, Deputy Chairman & Chief Executive of Asia Standard Hotel Group Ltd states, " 'The Art of Caring' project has achieved the objectives it set out. It has provided financial aid to our partnering NGO for more talent development opportunities for the underprivileged children and youth. A channel has been created for this group to express themselves and explore their abilities through art and drawings. The spirit of 'The Art of Caring' and sharing has been spread to visitors from overseas who stay in our hotel. As a corporate citizen, we feel responsible to contribute to our society through forging a positive development of today's children and youth, and we feel particularly proud on being recognized as a Caring Company from fulfilling our responsibility."

Page 1 of 3

Chief Executive Officer of SAHK, Mr Fong Cheung Fat comments, “We would like to congratulate the Hotel Group on being awarded the Caring Company accolade. Our collaboration has exemplified the best of a joint effort by business and rehabilitation organizations in working towards achieving the goal of social inclusion. With the funding from the Hotel Group, we are able to expand the reach of the artistic development of the children and youth under our care.”

The [Caring Company Scheme](#) by HKCSS is a powerful platform engaging over 1,700 corporations and 300 NGOs, working together for the benefits of all in the community, and the Caring Company logo is awarded to recognize private companies which demonstrate good corporate citizenship.

The Hotel Group is awarded the Caring Company logo in recognition of the following criteria achieved: Caring for the Community: Giving, Mentoring, Employing the Vulnerable, Caring for the Employee, and Caring for the Environment. This recognition signifies a solid testimonial and a renewed impetus for the Hotel Group on its commitment to making positive contribution to society and communities. Focusing its corporate responsibility and effort on imminent and important social issues, the Hotel Group will endeavour to contribute, support and help to provide for those who most needed a great place to live, learn and grow.



All smiles: Receiving the Caring Company Scheme certificate in the Caring Company NGO Partnership Day 2009/10 on 25 March, from left SAHK’s Karin Lai, Head of Pre-School Services and Louisa Law, Deputy Chief Executive Officer, Eva Hui, Group Director of Communications of The Empire Hotels & Resorts in the middle, Fong Cheung Fat, Chief Executive Officer of SAHK and Yvonne Cheng, Assistant Marketing & Communications Manager of The Empire Hotels & Resorts.

For further details and the full collection of the paintings from ‘The Art of Caring’, please visit: <http://www.empirehotelsandresorts.com/en/csr.aspx>

**About The Empire Hotels & Resorts** [[www.empirehotelsandresorts.com](http://www.empirehotelsandresorts.com)]

The Empire Hotels & Resorts is a wholly owned subsidiary of Asia Standard Hotel Group Ltd, a listed company in Hong Kong Stock Exchange (HKSE Stock Code 292). The Group owns three Empire Hotels in Hong Kong and one hotel in Canada, namely, Empire Hotel Hong Kong • Wan Chai, Empire Hotel Kowloon • Tsim Sha Tsui and Empire Hotel Hong Kong • Causeway Bay, and the Empire Landmark Hotel & Conference Centre, Vancouver Canada. All hotels are conveniently located in shopping districts and close to convention centers. The Empire Hotels in Hong Kong are accessible from all parts of Hong Kong via the MTR network and Star Ferry, and a seamless transportation hub by rail, land and sea directly linked to China and the Pearl River Delta. The hotels provide guests with the ultimate convenience at the heart of business and truly affordable luxury.

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