

The Everbright Project Celebrates Festive Season with “Happy 1+1” Christmas Interactive Mega-Party

Huge crowds turn out for China Everbright Charitable Foundation initiative

(HONG KONG, 17 December 2011) – The Everbright Project – fully supported by the China Everbright Charitable Foundation and managed by the Caritas Family Crisis Support Centre to promote a message of “sharing happiness for twice the positive energy” to Hong Kong’s middle class – staged the “Happy 1+1” Christmas Interactive Party in Causeway Bay on 17 December, attracting thousands of people for a day of festive celebration and shared happiness.

The pedestrian precinct behind Causeway Bay’s Sogo Department Store set the scene for the event, which featured puppet shows, magic, acrobatics, African drums and brass bands. There was also the “Happy 1+1” Workshop held in the Pak Sha Road Pedestrian Precinct for people to experience the fun of body painting; instructors teaching magic tricks and balloon sculpture; and the Everbright Elf – the mascot of The Everbright Project – and clowns taking instant photographs with attendees, which the revellers then used to pen words of wisdom about happiness. The photographs are to be published in a book that will be distributed free of charge to share the community’s secrets of happiness.

The Everbright Project is the first social-service project in Hong Kong targeting the city’s middle class. The party was officially opened by Mr Richard Tang Chi Chun, Chief Financial Officer of China Everbright Limited; Ms Angie Lai Fung Yee, Service Head, Family Services, Caritas Hong Kong; and Ms Paulina Kwok Chi Ying, Centre Supervisor, Caritas Family Crisis Support Centre.

Commenting on the day’s events, Mr Tang said, “The aim of the project is to promote the notion that ‘simplicity is happiness’ by encouraging the middle class to use simple stress-relief methods to attain a balanced and happy life. We hope that the festive atmosphere of the “Happy 1+1” party will raise awareness of the services provided by The Everbright Project among the middle class. We also hope that by participating in similar events, we can spread the message of family love and the appreciation of simple lifestyle to generate more positive energy among the people of Hong Kong.”