

[For Immediate Release]

## **HGC Sunshine Hong Kong Campaign Hopes to bring laughter to community**

HGC Shines Hong Kong Movie Day – Helping SEN children from Heep Hong Society overcome social difficulties and integrate into the community

**Hong Kong, 29 July 2024** — [HGC Global Communications Limited](#) (“HGC” or the “Group”), a fully-fledged ICT service provider and network operator with extensive global coverage, has recently launched the “Sunshine Hong Kong” campaign, with the hope of relieving the stress of the busy public through various exciting activities, and creating a more connected society together. HGC held the first event – HGC Shines Hong Kong Movie Day, where over 200 children with special educational needs (SEN) from Heep Hong Society and their parents attended a screening of the movie "Inside Out 2" at the cinema. This event was more than just a movie-watching experience – it was a comprehensive social adaptation activity. By attending with their family members, SEN children can gradually become accustomed to public spaces like cinemas. This experience helps them develop their social skills and build up their self-confidence, also make them to feel empowered to engage more actively with the community.

“Sunshine Hong Kong” aims to spread more positivity energy and joy throughout the community. In the latter half of the year, HGC will organize a series of engaging activities aimed at spreading happiness among the public while also raising awareness about mental health. Through these efforts, the Group hopes to ignite and encourage the pursuit of holistic well-being among the society. HGC firmly believes that attaining good physical and mental health is essential for generating a positive impact that benefits people in all walks of life. HGC kicked off the campaign with “HGC Shines Hong Kong Movie Day”, aiming to raise public awareness and garner support for mental health and relevant community groups. By providing an opportunity for SEN children to watch a movie in a cinema in an ordinary setting, the event offered them a relaxed and enjoyable experience, while also helping to enhance their community adaptability and gradually overcome social interaction difficulties, enabling them to better integrate into society.

On event day, HGC enlisted dozens of volunteers, including summer interns, to provide on-site support. The 7 Parents Resource Centres (PRCs) of Heep Hong Society also responded positively, lending their full support to the event. After the movie screening, HGC representatives engaged the students in a discussion about the emotional themes and issues depicted in the film. This helped the audience better understand the different emotions and their significance. The subsequent Q&A session was lively, with HGC staffs and its volunteers guiding the SEN children as they answered questions with ease. This not only increased the interaction and exchange between HGC and the SEN children, but also improved the children's social skills and self-confidence, allowing them to gain a richer community life experience.

Established in 1963, Heep Hong Society is one of the largest children education and rehabilitation organisations in Hong Kong. For many years, it has been committed to offering appropriate services to children and youth with different abilities and their families, to help them realise full potential and embrace positive living. Heep Hong Society has different service units to provide support to mainstream primary and secondary schools and kindergartens, helping more than 23,000 children, youth and parents every year. It also actively promotes the development of integrated education and rehabilitation services.

**Mr. Raymond Yim, Senior Manager, Marcom, PR & Corporate Affairs of HGC**, said, "The physical and mental well-being of the public has always been a top priority for us. We are fully aware that people in all walks of life and of all ages are facing pressure and challenges in the fast-paced city. Thus, we launched the 'Sunshine Hong Kong' campaign this year, providing a platform for the public to enjoy a diverse range of activities and experiences that can help them to relax and recharge with positive energy. We believe this event will not only provide SEN children from Heep Hong Society with an opportunity to experience social adaptation activity, but also promote the participants' understanding and awareness of their own mental health, as well as allow us to share happiness with the community. Looking ahead, we hope to organise more activities that can contribute to creating a more harmonious and inclusive social environment, allowing us to give back to society."

**Ms. Conny Leung, Deputy CEO (Administration) of Heep Hong Society** said: "Some SEN children, especially those with autism spectrum disorder, have difficulties in adapting when participating in social activities such as watching movies or taking public transportation. This often makes it challenging for parents to bring their children to such events. We are grateful for the full support of HGC, which has enabled children from Heep Hong Society to enjoy popular movie in a relaxing and inclusive atmosphere, where everyone had a wonderful time. We look forward to more collaborations with HGC through various inclusive activities to help SEN children and their families participate equally."



HGC held the first Sunshine Hong Kong event - HGC Shines Hong Kong Movie Day

## About HGC Global Communications Limited

HGC Global Communications Limited (HGC) is a leading Hong Kong and international telecom operator and ICT solution provider. The company owns an extensive network and infrastructure in Hong Kong and overseas and provides various kinds of services. HGC has 20 global offices and staff presence in 31 cities worldwide. It provides telecom infrastructure service to other operators and serves as a service provider to corporate and households. The company provides full-fledged telecom, data centre services, ICT solutions and broadband services for local, overseas, corporate, SME and mass markets. HGC owns and operates an extensive fibre-optic network, five cross-border telecom routes integrated into tier-one telecom operators in mainland China and connects with hundreds of world-class international telecom operators. The company is committed to further investing and enriching its current infrastructure and, in parallel, adding on top the latest technologies and developing its infrastructure services and solutions. In 2019, HGC Group completed the acquisition of Macroview Telecom Limited (Macroview), a leading digital technology solution and managed services provider. The addition of Macroview further accelerates HGC Group's digital transformation path and positioning as a pioneering ICT and digital services leader. HGC is a portfolio company of I Squared Capital, an independent global infrastructure investment manager focusing on energy, utilities, transport, social infrastructure, digital infrastructure, and environmental infrastructure in North America, Europe, Latin America and Asia.

To learn more, please visit HGC's website at: [www.hgc.com.hk](http://www.hgc.com.hk)

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