



PRESS RELEASE

For immediate release

Hong Kong's young social elite attend pool party to raise funds to feed the needy

Photos:



Ms. Olivia Hwang, Director of Foodlink, (left) and Mr. Sam Chan, pool party venue owner, (right)



Foodlink Founder Ms. Vanessa Hwang (2nd left) and Directors Ms. Robin Hwang (1st left), Ms. Oliver Hwang (2nd right) and Ms. Charlotte Hwang (1st right), and their grandmother Mrs. Huang Huei Hung (middle)



Guests cool off by the pool at the 1010 Foodlink Pool Party



9 July 2012 - Hong Kong's leading premium mobile operator 1010, together with Foodlink Foundation Limited and Xclusive HK, hosted a sparkling, Hawaiian themed pool party on 7 July 2012. The charity event was held at the glamorous residence of Mr Sam Chan, where Hong Kong's young social elite joined the fundraiser to raise awareness and money for Foodlink. The event offered the affluent young revellers a chance to network and support the community by helping to raise an estimated \$600,000 – more than double than the amount raised at last year's Pool Party - to enable Foodlink to continue to uphold its charitable objectives of delivering safe-to-eat surplus food to the needy of Hong Kong.

1010's sponsorship of the annual Foodlink fundraiser is the company's most recent step to help its customers connect with their community. Guests at the pool party had numerous opportunities to raise money for the worthy cause, with some of the highest contributions donated through the silent auction. Soul by Ludacris headsets, Swarovski encrusted flip flops from Havaianas and an iPhone 4S from 1010 were among the most popular items up for bid on the night.

"We at 1010 are very glad to be working with Foodlink as part of our commitment to provide our customers with opportunities to connect with their community," said Mark Liversidge, Chief Marketing Officer of CSL. "In sponsoring tonight's event, 1010 has been able to bring together Foodlink and the next generation of Hong Kong's social elite to give them the opportunity to give back to the community and connect with a cause that is close to their hearts."

In addition to the extensive prizes and auction items up for grabs, party goers enjoyed music by guest DJs, fire-dancers, live African drummers and other exciting performances.

1010's sponsorship will assist with the operational costs of Foodlink's new delivery truck to ensure safe and efficient collection of food from Hong Kong's upmarket hotels and restaurants to the under privileged. With this new truck and 1010's continued support, Foodlink will be able to provide 83,200 more meals each year.

About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning customer services, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch a 4G LTE D-C* mobile broadband network, and now exclusively offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart. For more information, please call 1010 at 2988 1010.

* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.



Foodlink
Replacing hunger with a smile 膳心連



About Foodlink Foundation Limited

Foodlink Foundation is a Hong Kong based registered charity, whose mission is to mitigate hunger, fight poverty and foster nutritional wellness while reducing food wastage in hotels and restaurants in Hong Kong. Founded in 2001 and registered in 2010, Foodlink collects safe-to-eat surplus food and delivers the food to those in need. Foodlink's beneficiaries include homeless individuals living in shelters, street-sleepers, migrants, asylum seekers, the unemployed, the elderly and disenfranchised individuals/families. Today, Foodlink receives generous support from over 46 of the city's top hotels and F&B outlets. Foodlink currently saves and donates on average 2,800kg of surplus food and serves an estimated 3,200 people on a weekly basis. For more information, please also visit: www.foodlinkfoundation.org or call Foodlink at 2567 1561.

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