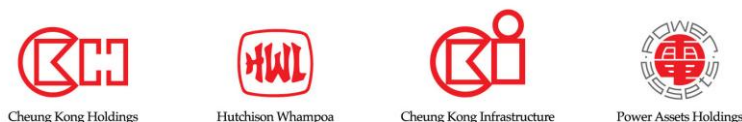


# CHEUNG KONG GROUP



## Press Release

### **Cheung Kong Group Supports Community Chest's Rainbow Fund for the 8th Time Contributed HK\$3.3 Million Matching Donation for "Cheung Kong" Rainbow Fund Hotline Raised HK\$5.9 Million Together with the Public**

(May 28, 2013 – Hong Kong) The Cheung Kong Group (Cheung Kong (Holdings) Limited, Hutchison Whampoa Limited, Cheung Kong Infrastructure Holdings Limited and Power Assets Holdings Limited) has partnered with The Community Chest on many occasions, and was named one of the top 3 donors for the 13th consecutive year. This year Cheung Kong continued to support Community Chest's Rainbow Fund for the 8th time by launching the annual "Cheung Kong" Rainbow Fund Donation Hotline last Saturday.

On May 25, Cheung Kong launched The Community Chest "Cheung Kong" Rainbow Fund Donation Hotline during the annual "Community for the Chest on TV" programme. All contributions from the public made through the Hotline were matched dollar-for-dollar by the Cheung Kong Group, doubling total donations to The Community Chest.

### **Cheung Kong Group Donated an Extra 25% more on top of Matching Donation**

With Cheung Kong's genuine donation appeal, the Donation Hotline received overwhelming public support. There were over 4,000 phone calls, bringing the total public donation to HK\$2.6 million. In view of the meaningful cause of The Community Chest's Rainbow Fund, the Cheung Kong Group decided to increase its matching contribution by over 25% to HK\$3.3 million. Including the amount raised through public contributions, The Community Chest "Cheung Kong" Rainbow Fund Donation Hotline generated a total donation of approximately HK\$5.9 million this year.

Mr Victor Li, Managing Director and Deputy Chairman of Cheung Kong (Holdings) Limited (*left*), signed and presented a cheque of HK\$3.3 million as Cheung Kong Group's Matching Donation to The Hon Charles Lee, GBM, JP, Co-chairman of the Campaign Committee of The Community Chest.

The Community Chest's Rainbow Fund was launched in 2004 to provide rapid response to needy people who find themselves in emergency financial crisis. Throughout the years, more than HK\$62.5 million have been allocated to over 34,200 people to help solve their pressing needs. Last

year, the number of beneficiaries of the programme amounted to about 3,700 people, and over HK\$9.4 million have been allocated.

The Community Chest's Rainbow Fund provides support to:

- individuals and families with imminent needs - threat to survival;
- individuals and families with imminent needs - otherwise causing irreversible damage and social consequences;
- those marginalised in society, and those who are caught between gaps;
- victims and survivors of accidents and natural disasters.

- End -

