

## **Volunteers of China Everbright Ltd. Participate in "Sowers Action Challenging 2014 – Charity Hiking"**

On 2 November 2014 (Sunday), 33 Everbright volunteers together with their families, participated in the "Sowers Action Challenging 2014– Charity Hiking". Everbright has supported this event for two consecutive years, it is widely welcomed by our colleagues and the participation rate was much higher this year. The event is very meaningful that our colleagues can do hiking together and at the same time raise money for the children in the rural regions in mainland China.

Everbright Corporate Teams took part in the 12KM route from Shing Mun Reservoir to Tai Po, and all of them successfully completed the event in its 4-hour time limit. Nearly HK\$60,000 has been raised for the event through China Everbright Charitable Foundation's sponsorship of the registration fees and donations.

Besides visiting special child care centres and participation in the Parent–Child Visiting Program to Lifeline Express Eye-Train Hospital in Shandong, this is China Everbright Charitable Foundation's forth community event in 2014. Parallel with our long term charity campaigns – "The Everbright Project" and "Project Companion", we hope to motivate more people participating in community and charity activities.

Sowers Action is a non-profit-making charitable organization in Hong Kong, committed to promote education aid in rural China by helping poor or disabled students to complete their education. They raise funds through its major fundraising event - "Sowers Action Challenging - Charity Marathon" every year. By doing so, the participants can experience the hardship of the students in the rural mountainous regions of China who have to walk 1-2 hours every day to school; at the same time, participants raise funds to help the students complete their education for a better life in the future. There were more than 2,000 participants in 2013 and 23,000 participants taking part in this event in the past 14 years.



### **Everbright Charitable Foundation**

Since 2009, the Everbright Charitable Foundation has sustainably sponsored a number of social service projects including: “The Everbright Project”, jointly launched with Caritas Family Crisis Support Centre to provide community services targeting Hong Kong’s middle class; “Project Companion – Professional Social Workers in Greater China Scheme”, jointly established with Social Workers Across Borders to train professional social workers in the Mainland; “Everbright Teachers’ Heritage Discovery Tour” organised by Hong Kong Federation of Education Workers to provide Hong Kong teachers travelling opportunities to the Mainland China cities for experiencing and learning China culture and history, as well as many other charity programmes.

For more information about Everbright Charitable Foundation, please see:  
<http://www.everbright165.com/CorporateSocialResponsibility/CECF>