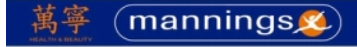




牛奶公司集團屬下機構



Members of The Dairy Farm Group



**For Immediate Release**

## **Dairy Farm and Education Bureau Conclude the Biggest Student Environmental Protection Campaign**

### **Nearly 100,000 Primary School Students Became 'Little Green Ambassadors'**

### **Close to 1 Million Plastic Bags Were Saved in About Two Months**

**(15 October 2009, Hong Kong)** Three retail members of the Dairy Farm Group (Dairy Farm), 7-Eleven, Mannings and Wellcome, today announced at the 'Little Green Ambassador' Closing and Award Presentation Ceremony that nearly 100,000 students from 170 primary schools territory-wide, which is equivalent to around one-fourth of the total number of primary school students in Hong Kong, became 'Little Green Ambassadors' this year and successfully reduced the usage of plastic bags together with their parents, thus saving close to 1 million plastic bags in about two months' time. The 'Little Green Ambassador Scheme' leverages 1,300 retail outlets as a platform for students and parents in facilitating the reduction of plastic bag usage.

The 'Little Green Ambassador Scheme 2009' aims to motivate the young generation to inspire their families to pick up the habit of bringing their own bags and establishing a greener family.

Dr. Chan Wai-chan, Dairy Farm's Regional Director of North Asia and CEO, Dairy Farm China said, "Last year, we spread green messages to kindergarten students through the 'Little Green Ambassador Scheme', and this year, we targeted primary school students as well to expand the radar coverage of this green education initiative. Among all the nearly 100,000 primary students in this year's programme, around 24,000 participants were awarded Gold, Silver and Bronze Awards, and this result is very encouraging. To be able to achieve this amazing result, collaborative support from the Government, schools and families was essential. Being a leader in Asian retail chains, Dairy Farm will continue to take the helm of corporate social responsibility initiatives, with environmental protection and education as one of our core pillars. It is our earnest desire to continue setting an example for the industry by implementing environmental protection campaigns in the society."

#### **'Little Green Ambassador 2008 and 2009' Reduced 1,500,000 Plastic Bags in Total**

Since its launch last year, the 'Little Green Ambassador Scheme' successfully recruited more than 130,000 kindergarten and primary school students and their parents to help save 1,500,000 plastic bags. This year, in order to increase the sphere of influence, on top of targeting primary school students, the 'School Group Award' was set up to encourage schools to participate as well and support the reduction of plastic bag usage.

#### **'Little Green Ambassador 2010' – Environment Protection Education Kits for all Kindergartens in Hong Kong**

As the next move, 'Little Green Ambassador Scheme' will produce Environment Protection Education Kits for over 1,000 kindergartens in Hong Kong, reaching 138,000 preschool students. By incorporating environmental protection topics into preschool education syllabuses, teachers will be inspired to deliver green messages to students in a lively and diversified manner. At the

same time, the Education Kits will also provide some suggestions for eco-friendly family activities so that being green can turn into a day-to-day activity which will make it easier for children to become more devoted in protecting the environment. Furthermore, The Pancakes, a singer and song writer in Hong Kong, wrote the theme song “Little Green Ambassador” for the ‘Little Green Ambassador Scheme’ to emphasise the key message, “Say no no no to plastic bags” when shopping. This song has now been put in an album and will be used as an educational kit at all kindergartens in Hong Kong.

At today’s award presentation ceremony, the organiser presented ‘Little Green Ambassador’ Individual Gold, Silver and Bronze Awards to student representatives, and the ‘Little Green Ambassador’ School Group Awards, which included the “School with Most Participating Students” and the “School with Most Gold Award Students’ to winning schools.

Mrs. Carol Ho, Chief School Development Officer (Committee on Home-school Co-operation Section), Education Bureau said, “After participating in the ‘Little Green Ambassador Scheme’, student awareness in environmental protection was raised and more importantly, it changed their shopping habits. Besides bringing their own bags, students would now also encourage their parents to use less plastic bags. Building environmental protection awareness requires long-term education and promotion efforts so in fact, the nurturing of good eco-friendly habits should best start from one’s formative years. The ‘Little Green Ambassador Scheme’ launched by Dairy Farm sets a great example to the industry and demonstrates how business sectors can inject more energy to green education, and help rally more support and participation from the public.”

— END —

### **About The Dairy Farm Group**

Dairy Farm is a leading pan-Asian retailer. At 30th June 2009, the Group and its associates operated 4,847 outlets – including supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants; employed over 76,000 people in the region; and had total annual sales in 2008 of US\$7.7 billion. Dairy Farm is a member of the Jardine Matheson Group.

For further information, please contact:

#### **Weber Shandwick Worldwide**

Shanice Wong  
Tel: 2533-9911 / 9219 0007  
Email: [shawong@webershandwick.com](mailto:shawong@webershandwick.com)

Jo So  
Tel: 2533-9903 / 9194 0750  
Email: [jso@webershandwick.com](mailto:jso@webershandwick.com)