



牛奶國際集團屬下機構



## PRESS RELEASE

### **Aid for Food Bank Shortage The Dairy Farm Group's Four members Join Hands to Support People's Food Bank**

**(Hong Kong - 6<sup>th</sup> January 2009)** Shortly after last year's economic tsunami, The Dairy Farm Group noticed an increase in people seeking food assistance, leading to added pressure to the charity, People's Food Bank. 7-Eleven, IKEA, Mannings and Wellcome, four members of Dairy Farm in Hong Kong, jointly organized "2008 JUMP Festival", a charity event consisting of rope-jumping aimed to drive donations to People's Food Bank and increase public awareness on the importance of food stock replenishment. The charity helped People's Food Bank raise **HK\$700,000** which provided nearly 7,000 needy people with one week's worth of food.

Ms. Caroline Mak, Group Specialty Retail Director of The Dairy Farm Group and Chairman of 2008 Jump Festival Preparatory Committee said at the charity donation ceremony today, "As committed to serve the community, we hope to spread the message that by working together it is possible to provide the necessitous and their families with emergency food supplies. Our campaign this time was not possible without the help of more than 1,300 retail outlets, thousands of employees, numerous sponsors and 3,000 participants from the public. During the campaign, we also urge everyone to donate HK\$100 which will go directly to preparing charity food packs (consisting of canned food, rice, instant noodles, biscuits, etc.) for People's Food Bank's food inventory, which was able to provide food assistance services to more than 750 necessitous. In the future, the group will continue to fulfill appropriate corporate social responsibility commitment. The "2008 JUMP Festival" event was merely one of our many avenues to serve the public. Going forward, we will continue to organize more meaningful and charitable activities to help the needy."

Mr. Michael Lai, Chief Executive Officer of St. James' Settlement said, "Dairy Farm's vision aptly reflects the current situation at People's Food Bank. There were only 400 people seeking food assistance at the beginning of 2008. By the end of the year, the numbers doubled to an average of 1,000 people per day. The rise of food prices, the economic tsunami and the year's end are all factors that have led to the diminishing of the People's Food Bank's food stock. With the Lunar New Year approaching, we expect an increase in people seeking food assistance from the People's Food Bank, and the Hong Kong Government's recent announcement of its HK\$100 million funding is set to be launched only after the festive holiday. In view of the recent food stock circumstances, it can only

provide food assistance services to the needy for three months and our concern is that a food shortage situation may occur. In light of this, we sincerely thank The Dairy Farm Group and its members for its support and spreading our message out. Their donation of HK\$700,000 to People's Food Bank plus over 750 food packs has truly helped the needy at a time of dire need and has staved off our shortage situation for the meantime."

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

Dairy Farm is a leading pan-Asian retailer. At 30th June 2008, the Group and its associates operated 4,359 outlets – including supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants; employed over 73,200 people in the region; and had total annual sales in 2007 of US\$6.8 billion. Dairy Farm is a member of the Jardine Matheson Group.

### **About St. James' Settlement**

St. James' Settlement established People's Food Bank in 2003 which provides the needy with food assistance. They also provide pre-packaged food through more than 80 social welfare organizations to more than 1,000 people a day. To this date, it has provided food relief to more than 50,000 people seeking food assistance.

For media enquiries, kindly contact:

#### **Weber Shandwick**

Michelle Cheung

Tel: 2533-9902 / 9631-8482

Email: [mcheung@webershandwick.com](mailto:mcheung@webershandwick.com)

Jo So

Tel: 2533-9903 / 9194-0750

Email: [jso@webershandwick.com](mailto:jso@webershandwick.com)

### **Photo Captions**



(Photo #1)

Ms Caroline Mak (left), Group Specialty Retail Director of The Dairy Farm Group and Chairman of 2008 Jump Festival Preparatory Committee represents The Dairy Farm Group to donate a HK\$700,000 cheque to Mr. Michael Lai (right), Chief Executive Officer of St. James' Settlement.



(Photo #2)

Ms Caroline Mak, Group Specialty Retail Director of The Dairy Farm Group and Chairman of 2008 Jump Festival Preparatory Committee together with Mr. Thomas Cheung, CEO, 7-Eleven HK & China; Mr. Benjamin Birks, General Manager, IKEA Hong Kong; Mr. Alex Tay, CEO of Wellcome and Mr Michael Lai, Chief Executive Officer of St. James' Settlement express that the donations will be used to purchase food items for the food bank and feed 7,000 people in need of food assistance with one week's worth of emergency food supply.

(From left to right: Mr. Thomas Cheung, Ms Caroline Mak, Mr Michael Lai, Mr. Alex Tay, Mr. Benjamin Birks)



(Photo #3)

Ms Caroline Mak, Group Specialty Retail Director of The Dairy Farm Group and Chairman of 2008 Jump Festival Preparatory Committee together with Mr. Thomas Cheung, CEO, 7-Eleven HK & China; Mr. Benjamin Birks, General Manager, IKEA Hong Kong; Mr. Alex Tay, CEO of Wellcome and Mr Michael Lai, Chief Executive Officer of St. James' Settlement thank public for their support in purchasing the charity food pack (consisting of canned food, rice, instant noodles, biscuits, etc.) which was able to provide food assistance services to more than 750 necessitous.

(From left to right: Mr. Thomas Cheung, Ms Caroline Mak, Mr Michael Lai, Mr. Alex Tay, Mr. Benjamin Birks)