



Wellcome deeply grateful to charity partners for support on “Heartfelt Give-Back” programme

(30th December 2020, Hong Kong) As the COVID-19 situation persists and social distancing measures remain in place, groups facing financial difficulties in our community need extra support. As part of Wellcome’s HK\$120 million “Heartfelt Give-Back” programme, we have been partnering with St. James’ Settlement and 259 charity partners to distribute 2 million cash and meal vouchers worth HK\$80 million to 250,000 beneficiaries since mid-November.

To provide support to those most in need in a timely manner, our charity partners have been speeding up the voucher distribution process even in the midst of the fourth COVID-19 wave. Today, together with St. James’ Settlement, we are pleased to announce that all cash vouchers and meal vouchers have been distributed. Meanwhile, we have also presented all our team members in Hong Kong with cash vouchers, as an appreciation for their excellent contribution to our customers and our community during these difficult times.

Mr. Laurent Piazza, Managing Director of Wellcome Hong Kong & Macau commented, “We are grateful to all of our charity partners for working tirelessly to serve those most in need, helping to distribute cash and meal vouchers. The goal of Wellcome’s ‘Heartfelt Give-Back’ programme is to provide meaningful support to the community and we have been able to deliver that with the help of all our charity partners.”

Apart from the above, the programme also includes a donation of up to HK\$5 million through matching donations that our customers make through our “yuu Give-Back” programme; and a Hong Kong first “Price Locked” campaign on over 300 everyday essentials held at least until 31st March 2021.



Each pamphlet contains 4 cash vouchers of HK\$50 each and 4 meal vouchers of HK\$28 each, with a total value of over HK\$300 for each beneficiary.



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For our charity partners list, please visit: <https://www.wellcome.com.hk/wd2shop/en/html/Heartfelt-Give-Back-Program.html>

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