



## **Over 260 charity partners join Wellcome's "Heartfelt Give-Back" programme to distribute 2 million cash and meal vouchers**

(18<sup>th</sup> November 2020, Hong Kong) The outbreak of COVID-19 has brought significant challenges to our community, especially the underprivileged. To help those in need during these tough times, Wellcome's announced in October a HK\$120 million 'Heartfelt Give-Back' programme, including the donation of over 2 million cash and meal vouchers worth HK\$80 million.

### **Working closely with charity partners to reach the needy**

To reach as many disadvantaged groups in our community as possible, Wellcome has been enlisting the support of different charity partners from late October to early November. During those two weeks, we received a significant number of enquiries from charities.

Today we are pleased to announce that we are collaborating with over 260 charity partners, who will help us to identify beneficiaries and subsequently distribute our vouchers to them. Our charity partners serve various groups in need among all 18 districts in Hong Kong with over 900 local service units. They have already started distributing cash and meal vouchers to the needy since 13<sup>th</sup> November and we are committed to completing the distribution process before the end of this year.

Mr. Laurent Piazza, Managing Director of Wellcome Hong Kong & Macau commented, "We are truly grateful to St. James' Settlement and all of our charity partners for their ongoing support with this important initiative. Only with their extensive social service network are we able to maximise the reach across our society and provide the underprivileged with our cash and meal vouchers. Wellcome will continue to work side-by-side with our charity partners to ensure that the most in need receive our give back."

Apart from donating 2 million cash and meal vouchers to the needy, Wellcome's "Heartfelt Give-Back" programme also consists of a donation of up to HK\$5 million through matching donations that our customers make through our "yuu Give-Back" programme; all our team members in Hong Kong will be presented with cash vouchers for their excellent contribution to our customers and our community; and a Hong Kong first "Price Locked" campaign on over 300 everyday essentials held at least until 31<sup>st</sup> March 2021. Wellcome is committed to doing our very best to serve our customers, team members, and the community, especially throughout these tough COVID times.



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.



Photo caption: St James' Settlement and charity partners have already started distributing cash and meal vouchers to the needy since 13<sup>th</sup> November and we are committed to complete the distribution process before the end of this year.

For our charity partners list, please visit:

<https://www.wellcome.com.hk/wd2shop/en/html/Heartfelt-Give-Back-Program.html>