



港人·港樹·港情
HK · Love · Trees



新聞資料 *Media Information*

“HK · Love · Trees” - the first tree conservation programme in Hong Kong

Love Hong Kong Love Trees

(27 September 2007, Hong Kong) NWS Holdings Charities Foundation Limited (“NWSH Charities Foundation”) and Green Power are co-organizing “HK · Love · Trees” - the first large-scale, sustainable tree conservation programme in Hong Kong, which covers educational, historical and cultural aspects. Hongkongers are encouraged to share their collective memories of trees through nomination, writing, photos, bus body design competitions, etc. The launching ceremony of “HK · Love · Trees” was held on 15 September 2007 at Park Lane Shopper’s Boulevard, Tsim Sha Tsui, in the shade of banyan trees.

NWS Holdings Limited (“NWS Holdings” or the “Group”, HK stock code: 0659) puts great emphasis on environmental protection, which is one of the funding parameters of NWSH Charities Foundation. To echo the worldwide green issues like global warming and keep Hongkongers’ collective memories of trees, the Group arouses public awareness on tree conservation through “HK · Love · Trees”.

With banyan tree as the theme tree of “HK · Love · Trees” for the first year, “Banyan Tree of Hong Kong People” election is launched. Many banyan trees have aerial roots, which made them easily recognized by their unique appearances. Thus, the programme has selected 12 groups of banyan trees to let Hong Kong people vote for their most memorable one. Now, the public who cast their vote on the official website of “HK · Love · Trees” (www.hk-love-trees.net) will receive a set of limited edition “Banyan Tree of Hong Kong People” bookmarks. On the launching ceremony held earlier, Mr Tsang Yam Pui, Executive Director and Chairman of Corporate Social Responsibility Committee, NWS Holdings, cast his vote for “Masonry-Wall-Trees on Hollywood Road” as he spent his childhood in former Hollywood Road Police Quarters. The masonry-wall-trees accompanied him through happy years, and are interwoven with his childhood memories.

The official website of “HK · Love · Trees” adopts a “sentimental” approach, introducing trees in Hong Kong, the relationship between trees and humans, ecology, threats trees face and trees stories. There is also detailed information about banyan trees – the theme of the first year programme, such as characteristics, species and precious photos.

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This press release will be posted to the Group’s website (www.nwsh.com.hk).

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NWS Holdings Charities Foundation Limited

NWS Holdings Charities Foundation Limited (“NWSH Charities Foundation”) was established by NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 0659) in November 2006. As a responsible corporate citizen, NWS Holdings is committed to making corporate social responsibility an integral part of its corporate culture and enhancing the quality of life for the community. Through NWSH Charities Foundation, the Group aims to deepen its community engagement and remunerate the society using the Group's resources.

NWS Holdings, the infrastructure and service flagship of New World Development Company (Hong Kong Stock Code: 0017), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its Infrastructure portfolio includes Roads, Energy, Water and Ports projects. Its Service & Rental division comprises Facilities Rental (the management of Hong Kong Convention and Exhibition Centre and ATL Logistics Centre), Contracting (Hip Hing Construction Group and NWS Engineering Group), and Transport (New World First Bus, Citybus and New World First Ferry).

Green Power

Green Power is dedicated to environmental education. We encourage the public to learn about rich natural resources and hence protect the environment in Hong Kong. Following programmes focused on butterflies and rivers, we have now launched programmes to conserve trees. We conduct diverse, sustainable community education activities, through which members of the public can learn more about trees and participate in tree conservation and environmental protection.

“HK · Love · Trees”

“HK · Love · Trees” was established on September 2007, which is the first large-scale, sustainable tree conservation project in Hong Kong — “HK · Love · Trees”. As well as covering ecology, the project spans historical and cultural aspects of trees for the first time in Hong Kong, and encourage people to share precious collective memories about local trees. We hope that, by learning about and making friends with trees, we can better protect and preserve these treasures of our earth.

The official website www.hk-love-trees.net adopts a “sentimental” approach, introducing trees in Hong Kong, the relationship between trees and humans, ecology, and threats trees face. There is also detailed information about banyan trees – the theme of the first year programme, such as characteristics, species and precious photos. Following the “Banyan Tree of Hong Kong People” election, there will be a series of activities for the public, teachers and students – such as “Memories Under Banyan Tree” Writing Competition, “Our Banyan Tree” Photo Competition, “Moving Banyan Tree” Bus Body Design Competition, and “Journey of Trees” Teachers’ Guidebook and Workshop.

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Photo 1: Mr Tsang Yam Pui, Executive Director and Chairman of Corporate Social Responsibility Committee, NWS Holdings Limited, cast his vote for “Masonry-Wall-Trees on Hollywood Road” as the masonry-wall-trees accompanied him through happy years, and are interwoven with his childhood memories.



Photo 2: The public who cast their vote on the official website of “HK · Love · Trees” (www.hk-love-trees.net) will receive a set of limited edition “Banyan Tree of Hong Kong People” bookmarks.



Photo 3: The advertisement of “HK · Love · Trees”

