

東華三院 X 商台：

「萬大善事有東華」周年特備節目

TWGHs X CRHK: "Tung Wah Embraces Charity"  
Media Partnership Programmes

為慶祝一百四十五周年院慶，東華三院夥拍香港商業電台（商台），舉行了一系列以「萬大善事有東華」為主題，以「善在必行145年」為口號的誌慶及宣傳活動。

To celebrate our 145th Anniversary, TWGHs partnered with Commercial Radio (CRHK) to roll out a series of celebratory and promotion programmes under the theme "Tung Wah Embraces Charity" with the slogan "Keeping Benevolence Alive for 145 Years".



「萬大善事有東華」宣傳短片

TWGHs Signature Services Promotion Videos

多位知名藝人以東華三院「善事大使」的身份，積極參與攝製東華三院十輯不同主題的宣傳短片，攜手推廣本院多元化服務。

Selected famous artistes and celebrities acted as TWGHs Charity Ambassadors and actively participated in the production of 10 service-themed videos to promote the diversified services of the Group.

第一集：殯儀及殮葬服務

Episode 1: Funeral and Burial Services

善事大使：陳志雲先生

TWGHs Charity Ambassador: Mr. Stephen CHAN



◀ (左起) 蘇祐安執行總監、何超蕸主席及陳志雲先生合照  
(From left) A group photo of Mr. Albert Y.O. SU, Chief Executive, Ms. Maisy HO, the Chairman, and Mr. Stephen CHAN



▲ 陳志雲先生在萬國殯儀館拍攝，並分享對死亡的看法。

Mr. Stephen CHAN shared his perspectives on death during filming in the International Funeral Parlour.



第一集短片二維碼  
Video QR code for Episode 1

## 第二集：特殊教育服務

### Episode 2: Special Education Services

善事大使：張慧儀小姐

TWGHs Charity Ambassador: Ms. Angie CHEONG



▲ 拍攝當日張慧儀小姐與學生打成一片。  
Ms. Angie CHEONG enjoyed joyful moments with students during filming.



第二集短片二維碼  
Video QR code for Episode 2

## 第三集：預防及治療多重成癮服務

### Episode 3: Integrated Prevention and Treatment Services for Multi-addiction

善事大使：關心妍小姐

TWGHs Charity Ambassador: Ms. Jade KWAN



▲ 關心妍小姐介紹東華三院「心瑜軒」預防及治療多重成癮綜合服務中心一站式多重成癮治療服務。

Ms. Jade KWAN introduced the one-stop, multi-disciplinary service at the TWGHs Integrated Centre on Addiction Prevention and Treatment.



第三集短片二維碼  
Video QR code for Episode 3

## 第四集：復康服務

### Episode 4: Rehabilitation Services

善事大使：曹星如先生

TWGHs Charity Ambassador: Mr. Rex TSO



◀ 曹星如先生很欣賞殘疾院友的堅毅精神。

Mr. Rex TSO showed appreciation for the great perseverance of the residents with disabilities of the rehabilitation complex.



第四集短片二維碼  
Video QR code for Episode 4

## 第五集：BiciLine單車生態旅遊 社會企業及天秀墟

### Episode 5: BiciLine Cycling Eco-Tourism Social Enterprise and Tin Sau Bazaar

善事大使：C AllStar

TWGHs Charity Ambassador: C AllStar



▲ C AllStar (後排) 在BiciLine生態導賞員帶領下，踩單車到南生園體驗生態導賞遊。

C AllStar (back row), led by an Eco-tour Guide, cycled in Nam Sang Wai to experience an Eco-tour.



片中C AllStar向大眾介紹東華三院天秀墟。

In the video, C AllStar introduced the TWGHs Tin Sau Bazaar to the public.



第五集短片二維碼  
Video QR code for Episode 5

萬大善事有東華  
Tung Wah Embraces Charity

第六集：東華三院文物館  
Episode 6: Tung Wah Museum

善事大使：周柏豪先生  
TWGHs Charity Ambassador: Mr. Pakho CHAU



▲ 周柏豪先生到訪東華三院文物館。  
Mr. Pakho CHAU visited the Tung Wah Museum.



◀ 王賢誌副主席（右）於拍攝當天探班，為校友周柏豪打氣。  
Mr. Vinci WONG (right), Vice-Chairman, visited the Museum on filming day to show his support for TWGHs alumnus Mr. Pakho CHAU.



第六集短片二維碼  
Video QR code for Episode 6

第七集：讀寫障礙支援服務

Episode 7: Support Services for Students with Specific Learning Disabilities

善事大使：森美  
TWGHs Charity Ambassador: Mr. Sammy LEUNG



▲ 森美於中心內與小朋友渡過愉快的時光。  
Mr. Sammy LEUNG had a delightful moment with children at the Centre.



第七集短片二維碼  
Video QR code for Episode 7

第八集：善壽服務  
Episode 8: Plan Ahead  
Funeral Arrangement

善事大使：吳耀漢先生及吳嘉龍先生  
TWGHs Charity Ambassadors: Mr. Richard NG and Mr. Carl NG



吳耀漢先生（左一）及吳嘉龍先生（右一）到訪東華三院位於觀塘的「生命部落」，了解其「圓滿人生服務」。  
Mr. Richard NG (left 1) and Mr. Carl NG (right 1) visited the TWGHs "Life X" in Kwun Tong to explore the "Endless Care Services".



第八集短片二維碼  
Video QR code for Episode 8

第九集：iBakery愛烘焙麵包工房及  
i+O全面美型格影樓  
Episode 9: iBakery and i+O Styling Studio

善事大使：蘇玉華小姐  
TWGHs Charity Ambassador: Ms. Louisa SO



蘇玉華小姐（左一）到訪位於堅尼地城的iBakery愛烘焙麵包工房。  
Ms. Louisa SO (left 1) visited iBakery in Kennedy Town.



第九集短片二維碼  
Video QR code for Episode 9

i+O全面美型格影樓的攝影師為蘇玉華小姐拍照。  
An i+O Styling Studio photographer took photos of Ms. Louisa SO.

第十集：中西醫結合健康管理及治療服務  
 Episode 10: Integrated Chinese and Western Medicine Services

善事大使：楊千嬅小姐  
 TWGHs Charity Ambassador: MS. Miriam YEUNG



▲ 廣華醫院－香港中文大學中醫藥臨床研究服務中心主任李捍東教授（右）向楊千嬅小姐講解該中心提供的中西醫結合健康管理及治療服務。

Prof. LI Handong (right), Centre Manager of Kwong Wah Hospital – The Chinese University of Hong Kong Chinese Medicine Clinical Research and Services Centre introduced the integrated Chinese and Western medicine services of TWGHs to Ms. Miriam YEUNG.



▲ 拍攝當日，何超蕸主席（右四）、董事局成員及蘇祐安執行總監探班。Ms. Maisy HO (right 4), the Chairman, Board Members and Mr. Albert Y.O. SU, Chief Executive, paid a visit on filming day.



第十集短片二維碼  
 Video QR code for Episode 10



# 「東華創奇職」工作體驗活動 “TWGHs Special Occupation Recruitment” Campaign

這是個別開生面的體驗活動，本院於二〇一五年六月至十一月期間招募年青人於其屬下特選服務單位工作一天，期望透過既互動又富參與性的有趣手法介紹本院鮮為人知的服務，讓公眾加深對東華三院服務的認識。

This is a brand new engagement campaign. The young people were recruited to work in different TWGHs service units for a day to introduce TWGHs services that are less known by the public in an interactive, experience-based approach.

## 東華義莊管理員 Tung Wah Coffin Home Housekeeper

向先人上香是其中一項任務。  
One of their duties was to light incense for the ancestors.



另一項任務是點算棺木。  
Another job was to calculate the number of coffins.



參加者向義莊管理員吳保新先生（前排中）學習相關工作。  
The participants learned about their job duties from Mr. Sunny NG (front row, centre), Coffin Home Housekeeper at the Tung Wah Coffin Home.



第一集短片二維碼  
Video QR code for Episode 1

## 「煮餸易」食物預備員 CookEasy Food Preparation Worker



任務一包括切洋蔥，對入廚新手真是一大挑戰。  
The participants had to slice onions in Mission One, which was a real challenge.

參加者亦要負責餸菜包包裝工作。  
The participants were also responsible for food packaging.



參加者與「煮餸易」楊巧容業務經理（右一）合照  
A group photo of Ms. Michelle YEUNG (right 1), Business Manager of Cookeasy, and participants



第二集短片二維碼  
Video QR code for Episode 2

## 文物館助理 Tung Wah Museum Assistant



參加者細心清理文物。  
The participants cleaned the relics carefully.



參加者與史秀英檔案及歷史文化總主任（右一）於東華三院文物館合照  
A group photo of Ms. Stella SEE (right 1), Head of the Records and Heritage Office, and participants at the Tung Wah Museum



第三集短片二維碼  
Video QR code for Episode 3

## BiciLine生態導賞員 BiciLine Eco-tour Guide



參加者專心聆聽董卓霖先生（右一）講解生態知識。  
The participants concentrated on Mr. Gas TONG's (right 1) introduction of ecological features.



參加者在BiciLine導賞員董卓霖先生（左）的引領下愉快地體驗了生態導賞員的工作。  
The participants had a cheerful afternoon experiencing the life of an Eco-tour Guide under the guidance of Mr. Gas TONG (left), a BiciLine Eco-tour Guide.



第四集短片二維碼  
Video QR code for Episode 4



## 特殊教育宿舍家長 House Parents at a Special Education Boarding School



參加者與宿生打成一片。  
The participants got along well with the resident students.



參加者細心了解宿生的進食需要。  
The participants listened carefully the dietary needs of the resident students.



第五集短片二維碼  
Video QR code for Episode 5

## iBakery 愛烘焙學徒 iBakery Trainee



iBakery 成員陳詩敏（中）對參加者的製成品十分滿意。  
Ms. CHAN Sze Man (centre), iBakery staff member, admired the finished product made by the participants.



參加者與 iBakery 愛烘焙業務發展經理馮會卿小姐（左一）合照

A group photo of Ms. Jennifer FUNG (left 1), Business Development Manager of iBakery, and participants



另一項任務是包裝工作。  
The participants also learned about packaging.



第六集短片二維碼  
Video QR code for Episode 6

## 中醫配藥員及助理 Chinese Medicine Dispenser and Assistant



▲ 另一項任務是在廣華醫院－香港中文大學中醫藥臨床研究服務中心主任李捍東教授（右二）指導下協助為針灸治療加電。  
Another job function the participants experienced was assisting in acupuncture electrical stimulation under the guidance of Prof. LI Handong (right 2), Centre Manager of Kwong Wah Hospital – The Chinese University of Hong Kong Chinese Medicine Clinical Research and Services Centre.



執藥是其中一項任務。  
One of the participants' jobs was to dispense Chinese medicine.



◀ 參加者與李捍東教授（右一）合照  
A group photo of Prof. LI Handong (right 1) and participants



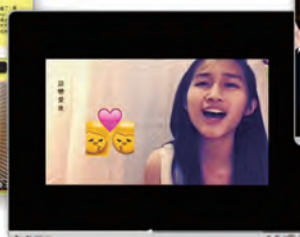
第七集短片二維碼  
Video QR code for Episode 7

## 東華卡拉接星Sing TWGHs Sing-with-a-Star Competition



活動鼓勵歌藝非凡的樂迷，一展歌喉之餘，亦為東華三院服務籌募經費。八位份量十足的歌手應邀參與，包括謝安琪小姐、薛凱琪小姐、張敬軒先生、周柏豪先生、陳奕迅先生、C AllStar、吳雨霏小姐及周國賢先生。

This was a fund-raising programme to encourage fans to make a donation to support TWGHs services while showcasing their singing talent. A total of 8 pop singers were invited to take part in the campaign, including Ms. Kay TSE, Ms. Fiona SIT, Mr. Hins CHEUNG, Mr. Pakho CHAU, Mr. Eason CHAN, C AllStar, Ms. Kary NG and Mr. Endy CHOW.





# GoBuy 東華旗想創作大賽

## GoBuy Tung Wah Flag, GoCreate Design Competition

配合賣旗日的紙旗「新裝」，本院舉辦一個名為「GoBuy 東華旗想創作大賽」，邀請公眾人士以實體紙旗創作一個以慶祝東華三院一百四十五周年為題的作品，然後把作品上載到社交媒體參賽，藉此鼓勵市民發揮創意，廣播善心。

To capitalize on the special edition flag sticker of TWGHs Flag Day 2015, a "GoBuy Tung Wah Flag, GoCreate Design Competition" was organized to invite the public to showcase their creativity through charitable deeds. The participants used the flag sticker to create a design with the theme "Celebrating the 145th Anniversary of TWGHs" and uploaded an image of their creation to social media platforms.



精美活動海報  
An attractive campaign poster



◀ 人氣插畫家 Plastic Thing 設計的限量版悠閒袋  
A limited-edition tote bag designed by Plastic Thing, a famous illustrator

2015 東華三院賣旗日紙旗圖樣，設計新穎，獲得不少市民的喜愛。  
The special flag sticker for Flag Day 2015 was well received by the public.



Plastic Thing 於個人 Facebook 及 Instagram 落力宣傳是次活動，鼓勵她的粉絲踴躍參與，齊做善事。  
Plastic Thing promoted the Competition on her Facebook and Instagram to encourage her fans to participate in the Competition for a good cause.



▲何超瓚主席（左）及戊子年總理何超瓊太平紳士親身支持東華三院賣旗日。  
Ms. Maisey HO (left), the Chairman, and Ms. Pansy HO, JP, Director 2008/2009, supported the TWGHs Flag Day.



▲何超瓚主席（上圖右五）與董事局成員親身支持賣旗日及創作大賽  
Ms. Maisey HO (upper photo, right 5), the Chairman, and Board Members showed their support for the Flag Day and the Competition.

部份參與「GoBuy 東華旗想創作大賽」之優勝作品 ▶  
A selection of winning entries of the Competition





## 刻骨銘心東華情

### “TWGHs since 1870” Radio Programmes

本院聯同商台推出共五集的「刻骨銘心東華情」電台節目，每集分為「古」、「今」兩部分，先由「18樓C座」播音員聲演廣播劇話當年，再由陳志雲先生擔任節目主持，訪問多位特別嘉賓，藉此帶領各位聽眾穿梭時空，見證「東華情，古今傳承」的精神。

To share memorable stories of TWGHs with the public, the Group partnered with CRHK to broadcast 5 episodes of “TWGHs since 1870” radio programmes. Each episode consisted of both past and present sessions: radio dramas performed by DJs of the “18/F Block C” radio programme and chi-chat sessions hosted by Mr. Stephen CHAN, who interviewed special guests about their unforgettable experiences with TWGHs.

#### 第一集：文化傳承（歷史保育）

##### Episode 1: Cultural Inheritance (Cultural Heritage Preservation)



受訪者：

馬棚墓園設計者第三代後人何湛先生（左一）及東華義莊管理員吳保新先生（右一）

Interviewees:

Mr. HO Cham (left 1), grandson of the designer of the Race Course Fire Memorial and Cemetery; and Mr. Sunny NG (right 1), Coffin Home Housekeeper at the Tung Wah Coffin Home

#### 第二集：亮麗人生（社會服務）

##### Episode 2: Colourful Life (Community Services)

受訪者：

服務使用者家人高黃美芸女士（前排右）、東華三院社企iBakery義工Christine CAPPIO女士（前排左），以及東華三院社企BiciLine員工董卓霖先生（後排左）

Interviewees:

Mrs. KAO May Wan, Gwen (front row, right), family representative of TWGHs elderly service users; Ms. Christine CAPPIO (front row, left), a TWGHs iBakery volunteer; and Mr. Gas TONG (back row, left), a TWGHs BiciLine staff member



第三集：神農氏傳人（醫療衛生服務）

Episode 3: Inheritor of Shennong (Medical and Health Services)



受訪者：  
2003年非典型肺炎康復者胡建基先生（右二）、東華三院高級中醫師戴菊英女士（右一），以及粵劇名伶蓋鳴暉女士（左二）

Interviewees:  
Mr. Alan WU (right 2), SARS survivor; Ms. TAI Kuk Ying (right 1), TWGHs Senior Chinese Medicine Practitioner; and Ms. Joyce KOI (left 2), Chinese opera performer

第四集：全人教育覓理想（教育服務）

Episode 4: Whole-person Education (Education Services)

受訪者：  
2014年仁川亞洲殘疾人運動會金牌得主暨校友譚湜琛先生（左一），以及藝人暨校友陳敏之小姐（右一）

Interviewees:  
Mr. TAM Chik Sum (left 1), gold medalist in the Incheon 2014 Asian Para Games and alumnus of TWGHs; and Miss Sharon CHAN (right 1), an artiste and alumna of TWGHs



第五集：歡樂滿東華開創籌款先河（籌募活動）

Episode 5: Tung Wah Charity Gala as Trendsetter (Fund-raising Endeavors)



受訪者：  
電視台資深製作人何麗全先生（右二）、著名藝人汪明荃女士（左一），以及王賢誌副主席（右一）

Interviewees:  
Mr. HO Lai Chuen (right 2), experienced television producer; Ms. Liza WANG (left 1), famous artiste; and Mr. Vinci WONG (right 1), the Vice-Chairman