

籌募活動 FUND RAISING ACTIVITY 8.7

《信善紫閣玄觀 · 信善恩惠慈善基金 誠意呈獻：「愛心滿東華」 免費醫療服務捐助計劃暨慈善晚會》 Shun Shin Chee Kit Yin Koon · Shun Shin Kindness Foundation proudly sponsors: TWGHs Free Medical Services Donation Scheme cum Charity Dinner Show

啟動禮已於7月8日舉行，今年的「愛心之星」王馨平亦有親臨現場，呼籲市民踴躍捐輸。而「愛心大使」周殷廷、葉巧琳、Beanies及Lolly Talk則以歌聲為計劃揭開序幕，並號召善長們支持將於9月7日舉行的「愛心滿東華」慈善晚會。

作為東華三院年度重點籌款項目，活動所籌得的善款將幫助貧困無依病者接受免費醫療服務，減輕他們的經濟負擔。盼各界善長慷慨解囊，多少無拘，共襄善舉。

At the Kick-off Ceremony held on 8 July, "Caring Star" of the Scheme, Linda WONG, called for public support on stage, while the "Caring Ambassadors" of the Scheme, CHAU Yan Ting, Mischa IP, Beanies and Lolly Talk kickstarted the Scheme with their songs, appealing everyone to support TWGHs Charity Dinner Show to be held on 7 September.

As TWGHs' signature annual fund-raising project, the donation will help the sick and needy to receive free medical services, and thus alleviate their financial burden. We sincerely call for your generous contributions, no matter how modest, for the betterment of our community.



鄧明慧主席（第二排左五）與籌委會主席蔡加怡副主席（第二排右四）、董事局成員、商業電台對外事務總監梁肇宗先生（第二排右三）及行政總監蘇祐安先生（第三排左一），聯同「愛心之星」及一众「愛心大使」在啟動禮上合照。
Group photo of Ms. TANG Ming Wai, Mandy (second row, left 5), the Chairman, Ms. CHOI Ka Yee, Crystal (second row, right 4), Vice-Chairman cum Chairman of the Organising Committee, Board Members, Mr. Terry LEUNG (second row, right 3), Director of External Affairs of Commercial Radio, and Mr. SU Yau On, Albert (third row, left 1), Chief Executive, together with the "Caring Star" and the "Caring Ambassadors" at the Kick-off Ceremony



【壓軸晚會】「愛心滿東華」慈善晚會 TWGHs Charity Dinner Show

日期 2024年9月7日（星期六）
Date 7 September 2024 (Saturday)

時間 嘉賓酒會 Cocktail Reception – 6:30 p.m.
Time 儀式及晚宴 Ceremony and Dinner – 7:30 p.m.

地點 灣仔香港會議展覽中心舊翼會議廳
Venue Convention Hall, Hong Kong Convention and Exhibition Centre, Wan Chai

目的 為東華三院免費醫療服務籌募經費
Purpose To raise funds for TWGHs' free medical services

籌募活動 FUND RAISING ACTIVITY 24.7 - 28.8

東華三院賣旗日2024—社交媒體宣傳活動 TWGHs Flag Day 2024 – Social Media Promotions

東華三院賣旗日將於8月28日（星期三）上午在全港各區舉行，善款將全數用以提升本院各項社會福利及教育服務質素，支援社會上的弱勢社群。賣旗日以「扭出善心」為主題，結合「扭蛋」元素和動漫繪畫風格，傳遞本院154年來服務多元創新，不斷為市民生活帶來喜悅，同時鼓勵市民一起享受行善的樂趣。為配合賣旗活動，本院已開展一系列的社交媒體宣傳活動。

TWGHs Flag Day will be held on the morning of 28 August (Wednesday) across the territory. All the donations will be used to enhance the quality of the Group's various social welfare and education services, in support of the underprivileged in our community. Under the theme of "Dispense the kindness", TWGHs Flag Day conveys the message of service diversity and innovation in its 154 years of long history, through a perfect blend of "toy capsule" elements and the anime style, as the Group continues to bring joy to all walks of lives, and encourages the public to enjoy the pleasure of doing good causes. To promote Flag Day, the Group has launched a series of social media promotions.



WhatsApp 動態貼圖
Animated WhatsApp Stickers



賣旗日宣傳短片
Promotional Video of Flag Day

玩法：

8月7日至8月28日期間，拍下參與Instagram濾鏡遊戲的有趣過程，標註本院官方社交媒體帳號(@tungwahgroup)及把帳號列為公開分享，一經被揀選有機會獲得8.28賣旗日紀念品套裝一套，包括精美帆布袋、多層文件夾及紀念襟章。

Game Mechanics:

At any time from 7 August to 28 August, capture the interesting moments of your participation in the Instagram filter game, share and tag the official social media account of TWGHs (@tungwahgroup), and set your account to public sharing. Once selected, you will have the chance to receive a set of 8.28 Flag Day souvenirs, namely an exquisite canvas tote bag, a multi-layered folder, and a commemorative pin.

受條款及細則約束。
Terms and conditions apply.



「8.28賣旗日 籌集善心Go!」濾鏡遊戲
AR Filter Game

立即追蹤本院社交平台，
了解更多詳情！
Follow our social media
platforms now to learn
more details!

