

# 東華

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ECONOMY 優惠級



東華三院 Tung Wah Group of Hospitals

## 逾萬名義工參與東華三院賣旗日 籲市民齊Take Action買旗兼玩「愛·郵你Action」



▲ 李逦麟主席(左十五)、董事局成員與義工合照  
A group photo of Dr. LEE Yuk Lun, JP (left 15), the Chairman, Board Members and volunteers

▶ 李逦麟主席(左七)及Hello Wong (左六)親身為義工打氣,並感謝他們的投入和支持。  
Dr. LEE Yuk Lun, JP (left 7), the Chairman, and Hello Wong (left 6) cheered and praised the volunteers for their dedication.



一年一度的「東華三院賣旗日」已於8月30日在全港各區圓滿結束。當日天公造美,陽光普照,近12,000名義工,包括來自本院屬校的學生義工及超過110家企業及團體,除了落力向市民募捐,積極推介由人氣插畫師Hello Wong為本院設計的特色紙旗外,又呼籲市民參加互動遊戲「東華三院 x Hello Wong 愛·郵你Action」,鼓勵市民寓慈善於娛樂,並加深他們對本院服務的認識。

今年,東華三院伙拍年輕人氣插畫師Hello Wong,以本院屬下醫療、教育及社會服務為題,加入愛與關懷的訊息,設計了4款郵票造型的特色紙旗,以鼓勵市民向身邊和社會上需要援助的人傳達關愛,並且培養年輕一代養成捐款助人的習慣,讓東華三院的善業得以薪火相傳。賣旗日當天,嶄新的旗款獲得不少市民讚賞和支持。董事局成員以及Hello Wong當日亦兵分多路前往各區巡視,一面向市民募捐,一面向義工打氣。

李逦麟主席衷心感激義工不畏酷熱艱辛,盡力為東華三院籌募善款,他們的無私奉獻除了為本院籌得善款外,亦為市民樹立了良好榜樣,為社會注入正能量。李主席期望藉着賣旗日的新點子,加深東華三院的年青化形象,吸引更多年青人支持慈善工作,關心弱勢社群。

配合賣旗日活動,東華三院特別推出互動遊戲「東華三院 x Hello Wong 愛·郵你Action」,呼籲買旗的市民以紙旗為元素自行創作一張明信片,寫上祝福語或心意字句,然後將作品相片上載至東華三院Facebook專頁或自己的Instagram帳戶。本院收到不少市民用心設計的明信片,對互動遊戲反應良好,既有寫給父母感謝他們的養育之恩,亦有寫給宿於街頭的伯伯等,內容真摯感人。

最後,本院衷心感謝每一位善長及勞苦功高的賣旗義工,並特別感謝以下支持賣旗的企業及機構:

▶ 市民熱心支持東華三院賣旗日。  
A member of the public showed her support on the TWGHs Flag Day.



▶ 東華三院伙拍年輕人氣插畫師Hello Wong,以本院醫療、教育及社會服務為題,設計了4款郵票造型的特色紙旗。  
TWGHs partnered with young illustrator Hello Wong to create 4 newly-designed flags featuring the Group's medical, education and community services.



▶ 市民用心設計不同的明信片,內容真摯感人。  
Postcards created by the public with heartfelt words.

### Over Ten Thousand Volunteers Participated in TWGHs Flag Day

TWGHs hosted the annual Flag Day on 30 August 2017. Nearly 12,000 volunteers including TWGHs students as well as over 110 corporations and organisations greeted members of the public on the streets, and invited them to support the Group for its services extended to the underprivileged. This year, TWGHs partnered with young illustrator Hello Wong to create 4 newly-designed flags featuring the Group's medical, education and community services. These creative designs won much acclaim from the public. Dr. LEE Yuk Lun, JP, the Chairman, other Board Members and Hello Wong visited different flag-selling teams to show their encouragement and support to the volunteers. Dr. Lee expressed his gratitude to all volunteers who dedicated themselves wholeheartedly to the activity, and praised them for being role models among the public. He hoped that the creative flag designs could infuse a modern image into the Group and inspire the public to help those in need. TWGHs also hosted a flag day associated game inviting members of the public to use the flag stickers to create a postcard while dropping a few lines to their loved ones or the needy. Public responses to the game were overwhelming.

TWGHs is deeply grateful to all donors and volunteers who contributed to this meaningful campaign. Our special thanks go to the following persons and organisations who supported the Event:

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