

## **Dah Sing Charity Score Challenge Raises Funds for Operation Santa Claus**

In support of Operation Santa Claus (OSC) for the fourth consecutive year, on 26<sup>th</sup> November 2016 Dah Sing Bank (DSB) successfully hosted the “Dah Sing Charity Score Challenge” at West Island School in Pok Fu Lam. The event engaged DSB staff and 32 children from the FHL Adventure Education Centre (FHL) in a basketball match and a series of challenge games in order to raise funds for the OSC charity, with every score contributing donations for OSC. DSB’s ongoing commitment to nurturing the younger generation lies behind its collaboration with FHL, which is dedicated to helping underprivileged children and teens in Hong Kong and is one of the beneficiaries of this year’s OSC.

DSB’s commitment to engaging with the communities it serves and to promoting community care is encapsulated in its new brand tagline, “Together We Progress and Prosper”. The tagline highlights DSB’s emphasis on moving forward hand in hand with the local community to achieve a better and brighter future for all. DSB hosted the “Dah Sing Charity Score Challenge” with a view to providing DSB staff with a chance to join hands with FHL children for charity, while also fostering a strong team spirit among its staff.

Dah Sing staff members of one of the basketball teams competing in the match, were delighted to take part in the charity event. “Although our team lost the match, the goal is definitely more important than the victory,” they said. “We are glad that we have been able to raise funds for the less privileged in the community through our efforts on the basketball court. Having the energetic FHL youngsters take part in the challenge games made the event even more meaningful, because we were able to share our spirit of enthusiasm with them in this Christmas season. I hope they enjoyed cooperating with us in the challenge games as much as we did with them!”

The FHL youngsters not only cheered DSB staff on during the exciting basketball match, but also teamed up with them to shoot hoops and have fun in the challenge games. “It was our first time watching a basketball match up close, and we learnt a lot from the players,” said FHL youngster Pia Lee and Yuki Lai. “We can’t wait to put those skills into practice the next time we play basketball! We are very happy that we were invited to this event, as we are able to have fun while also giving a helping hand to people in need by scoring in the challenge games. If we get the chance, we will participate in a charity event like this again for sure!”

This is the fourth year that Dah Sing Bank has supported OSC. All funds generated by the “Dah Sing Charity Score Challenge” will be donated to OSC to support a broad spectrum of charitable projects.

Operation Santa Claus is an annual charity campaign jointly organized by the South China Morning Post and Radio Television Hong Kong.



Photo Caption: Participating in the “Dah Sing Charity Score Challenge”, which raised funds for Operation Santa Claus, were Dah Sing Bank management, two Dah Sing Bank Basketball Teams, children from the FHL Adventure Education Centre, and Dah Sing staff.