

## Press Release

### **Well Link Life Fulfils its Corporate Social Responsibility with Sponsorship of The Fred Hollows Foundation's 'Brighten the Future Colouring Competition'**

#### **Empowering the Community to Envision a Healthier Future**

**20 October 2021, Hong Kong.** Well Link Life Insurance Co., Ltd. ("Well Link Life") has always cared deeply about the community it serves. In keeping with its commitment to fulfil its corporate social responsibilities, the company actively participates in social welfare activities and promotes healthy living. Following the launch of the "Well Link Parent-child Workshop" series earlier, Well Link Life proudly announced its full sponsorship of the "Brighten the Future Colouring Competition 2021" organised by international eyecare development charity organisation, The Fred Hollows Foundation. The company hopes the event contributes to greater awareness of eye health among members of public and encourages them to adopt a healthy lifestyle.

The Fred Hollows Foundation organised the "Brighten the Future Colouring Competition" to celebrate World Sight Day on 14 October 2021. Participants could enter the competition in either the Kindergarten or Junior Primary School categories. The competition received an overwhelming response with over 4,800 entries, and a prize presentation ceremony was held earlier at 'Well Link Life Wealth Management Centre' Flagship Store in Central. **Mr. Thomas Lee, CEO of Well Link Life Insurance Company Limited**, who enthusiastically supported the event, said, "At Well Link Life, driving healthy business growth and giving back to society are equally paramount. We strengthen the bonds of the community to build greater resilience through supporting various social welfare activities. The 'Brighten the Future Colouring Competition' offered a unique platform to spread the positive message of health among children. At the same time, it enabled Well Link Life to fulfil its corporate citizenship goal of nurturing the younger generation."

A variety of colourful winning entries were exhibited earlier at 'Well Link Life Wealth Management Centre' Flagship Store in Central.

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#### **About Well Link Life**

Well Link Life Insurance Group Holdings Limited ("Well Link Insurance Group") was established in Hong Kong. Its wholly-owned subsidiaries - Well Link Life Insurance Company Limited ("Well Link Life") and Well Link General Insurance Company Limited ("Well Link General Insurance"), provide life insurance and general insurance products and services to customers in Hong Kong.

Drawing on its culture of innovation, Well Link Life develops the most appropriate and responsive life protection and endowment products to meet customers' ever-changing needs and expectations, now

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A member of Well Link Insurance Group Holdings Limited 立橋保險集團控股有限公司成員

and in the future. These solutions are supported by professional services, advanced technology and comprehensive after-sales support to help our customers achieve prosperous lives.

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### **Photo Caption**



Well Link Life proudly sponsored the “Brighten the Future Colouring Competition 2021” organised by The Fred Hollows Foundation. Ms. Astrid Ho, Senior Manager, Customer Services & Policy Administration, Well Link Life Insurance Company Limited (third from the right in the first row) received the certificate of appreciation on behalf of the company.