

10 June 2011

**Sony Hong Kong's Rainbow Team  
celebrated an Energetic Tuen Ng Festival with Elderly People**

On 28 May 2011, the Corporate Volunteer Team of Sony Hong Kong – Rainbow Team, visited Shatin Yan Chai Hospital's Li Chan Yuk Sim Elderly Home, to celebrate a special and dynamic Tuen Ng Festival with a group of 80 elderly people. All participants had enjoyed a caring Tuen Ng Festival filled with warmth and energy.

The Rainbow Team had arranged a series of exciting games and programme for the elderly people to demonstrate their latent energy. With the hints given by the representatives of the elderly people and the guidance provided by volunteers, all the participants took part in the games proactively and swung the mini flags to show support towards their teammates for gaining scores for respective teams. The elderly people were particularly interested in the volunteers' singing performance and were eager to sing along. The funny dance performed by the children volunteers brought a lot of laughter to the event and led the activity to the climax.

In addition, volunteers were arranged to visit individual elderly rooms. They had a great time with casual chat and volunteers helped decorate the rooms with the handmade paper rice dumplings to echo the Tuen Ng Festival. Passionate elderly people performed some magic tricks to our volunteers and guided them to tour around the centre to give them a better understanding about their daily life.

The visit had brought energy and happiness to the elderly people and volunteers were all satisfied for bringing them such a warm festival.

Apart from being volunteers of the activity, over 130 staff members supported the event by monetary donation. All funds raised were used for purchasing the green lucky bag containing instant oatmeal, relief oil, red bean rice dumplings and other necessities and were distributed to the elderly people during the visit.

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**About "make.believe"**

"make.believe" (pronounce as make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.



Sony Hong Kong's Rainbow Team visits Shatin Yan Chai Hospital's Li Chan Yuk Sim Elderly Home to celebrate the energetic Tuen Ng Festival with a group of 80 elderly people.



The elderly people proactively take part in the creative games to demonstrate their latent energy.



The elderly people enjoy the volunteers' singing performance and swing the mini flags to show their support to the performers.

Volunteers distribute the festive gift packs and handmade paper rice dumplings to the elderly people.



The passionate elderly people welcome the volunteers by performing the amazing magic tricks.

The company aims to encourage family volunteering and guide the next generation in serving the community. The children volunteers inject additional power towards this meaningful visit.