

SONY

Press Release

Over 23,000 Books Collected for Book Donation Drive by Sony for South Africa Mobile Library Project (SAMLPL)

Sony continues to engage the Hong Kong community with book donations for South African children



Hong Kong, October 8, 2018 – Sony Corporation of Hong Kong Limited has organized book donations for the South Africa Mobile Library Project (SAMLPL) and collected over 23,000 English language story books to South African children since last summer. The success of this book donation drive was due to the strong support from the South African Consulate in Hong Kong SAR, Macao SAR, schools, organizations and the community, as well as Sony Group companies and employees.

“The South African Consulate-General HK supports this project and encourages more corporates, schools, book publishers and non-profits to get involved in this important project,” said Mr. Madoda Ntshinga, Consul-General, The South African Consulate-General Hong Kong SAR/Macao SAR.

Sony Hong Kong has been one of the contributors to this global CSR project, soliciting support from colleagues of Sony Group companies, the local community including schools and members of the public. The books will be shipped to South Africa by a major global container shipping company Ocean Network Express Pte. Ltd. (ONE), which provides free transportation for all books collected by Sony companies globally.

“We’re thankful to get strong support from the South African Consulate in Hong Kong SAR, Macao SAR, Ocean Network Express Pte. Ltd., schools, organizations as well as members of the public and Sony’s colleagues,” said Mr. Henry Lee, Managing Director, Sony Corporation of Hong Kong Limited. “The South Africa Mobile Library Project is ongoing and we will continue to conduct book donation drives every year, aiming to bring more English books to the South African children.”

The South Africa Mobile Library Project is one of the CSR programs supported by Sony. Since the project's inception in 2008, over 240,000 books have been collected through joint initiatives by 17 Sony Group companies in 11 countries and regions across the globe.

Sony Hong Kong has been engaging the local community in this meaningful project by inviting them to donate books and would like to acknowledge the following schools and organizations for their involvement:

American School Hong Kong
Beacon Hill School
Bradbury School
Baptist Rainbow Primary School
Consulate General of the Republic of South Africa HKSAR/MSAR
Chu Kong Plan
ESF Kennedy School
Hong Kong Housing Society
Hong Kong Rugby Union
Hilburgmalan
Investec
Island Christian Academy
Japanese International School
Kerry Logistics
Korean International School
Lok Sin Tong Wong Chung Ming Secondary School
MSIG Insurance (Hong Kong) Limited
Mwimbi Consulting Limited | Mwimbi Fine Art Gallery (Hong Kong)
New World Development Company Limited
Ocean Network Express Pte. Ltd.
Oxford University Press (China) Ltd.
Quarry Bay School
Renaissance College
Rotary District 3450
Ricoh Hong Kong Limited
Sage World Charity Fund
Sha Tin Junior School
Southern African Association of Hong Kong
South African Airways
Sino Estate
Sony Pictures Television (HK) Limited
Sony Music Entertainment Hong Kong Ltd.
The ISF Academy
The HK Japanese Chamber of Commerce & Industry
Tsung Tsin Primary School and Kindergarten
WWF Hong Kong



The SAMLPL aims to help improve the literacy levels of the children in South Africa by providing them easy access to English story books. The books donated for the SAMLPL will be delivered to South Africa where they are transported in mobile libraries which visit local schools, providing students and teachers an opportunity to borrow the books. The mobile library services currently cover all nine provinces in South Africa, with 50 mobile libraries in operation, reaching out to around 800 schools.

For more information on Sony's support for this project, please visit: www.sony.net/library.

About the South Africa Mobile Library Project (SAMLPL)

This project was started by Tad Hasunuma, former Managing Director of Sony South Africa, who established SAPESI (South Africa Primary Education Support Initiative), an NPO based in South Africa, in partnership with the South Africa Department of Basic Education, with the aim of improving the literacy levels of the children in South Africa. The project acquires used mobile libraries from Japan to South Africa, where provincial departments of education operate them to loan books to children and teachers at local schools that do not have libraries. The mobile libraries visit the schools and the librarians onboard advise teachers at the schools how to select the appropriate books and use them in their lessons. As a result, not only do the children gain an opportunity to interact with a diverse range of books, but teachers are also able to learn how to utilize the materials, and maximize their potential. For information on SAPESI, please visit: www.sapesi.org.za/.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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