



港人·港樹·港情
HK · Love · Trees



新創建 NWS



綠色力量
GREEN POWER

新聞資料 Media Information

HK · Love · Trees launches 10 “Moving banyan” buses across Hong Kong



Champion of Senior Group

Law Kwan Yi - Kwai Ming Wu Memorial School Of The Precious Blood (P.5)



Champion of Junior Group

Cheung Ka Tai - S.K.H. St. Peter's Primary School (P.2)

(5 February 2008, Hong Kong) “Moving Banyan Tree” Bus Body Design Competition, one of the highlights of the HK · Love · Trees programme co-organized by NWS Holdings Charities Foundation Limited and Green Power, was proved a great success. The response was overwhelming that more than 4,200 entries were received. With a theme of the relationship between banyan trees and Hong Kong people, primary pupils demonstrated their talents through creative bus body design. The respective winning entries of each category of Junior Group (P.1-P.3) and Senior Group (P.4-P.6) category were adopted on 10 “Moving banyan” buses running across the territory in Hong Kong, in order to arouse public awareness on banyan tree conservation and bring Hong Kong some freshness.

According to the judging criteria, the relevance to subject, overall appearance and creativity, the judges commented that the standards of the entries were high in general. The champion of Senior Group was able to show the theme “banyan trees conservation” clearly, while it took a special aerial-view that successfully made it stand out from the rest. The winning design of Junior Group was presented by various drawing techniques, and the idea was creative yet full of childlike feelings.

HK · Love · Trees is the first large-scale, sustainable tree conservation project in Hong Kong, which encourages people to share precious collective memories about local trees. Following “Banyan Tree of Hong Kong People” Election and “Moving Banyan Tree” Bus Body Design Competition, “Memories Under Banyan Tree” Writing Competition is now proceeding while “Our Banyan Tree” Photo Competition and “Journey of Trees” Teachers’ Workshop will be coming soon. Members of the public, teachers and students are welcome to participate in these activities.

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This press release will be posted to the Group’s website (www.nws.com.hk).

新創建集團有限公司 NWS Holdings Limited

(incorporated in Bermuda with limited liability)

香港中環皇后大道中 18 號新世界大廈 28 樓 28/F New World Tower, 18 Queen’s Road Central, Hong Kong

電話 Tel: (852) 2131 0600 傳真 Fax: (852) 2131 0611 網址 Website: www.nws.com.hk

Page 1 of 2





NWS Holdings Charities Foundation Limited

NWS Holdings Charities Foundation Limited (“NWS Charities Foundation”) was established by NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 0659) in November 2006. As a responsible corporate citizen, NWS Holdings is committed to making corporate social responsibility an integral part of its corporate culture and enhancing the quality of life for the community. Through NWS Charities Foundation, the Group aims to deepen its community engagement and remunerate the society using the Group's resources.

NWS Holdings, the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports projects. Its **Service & Rental** division comprises Facilities Rental (the management of *Hong Kong Convention and Exhibition Centre* and *ATL Logistics Centre*), Contracting (*Hip Hing Construction* and *NWS Engineering*), Financial Services (*Taifook Securities* and *New World Insurance*) and Other Services (*New World First Bus*, *Citybus* and *New World First Ferry*).

Green Power

Green Power is dedicated to environmental education. We encourage the public to learn about rich natural resources and hence protect the environment in Hong Kong. Following programmes focused on butterflies and rivers, we have now launched programmes to conserve trees. We conduct diverse, sustainable community education activities, through which members of the public can learn more about trees and participate in tree conservation and environmental protection.

HK • Love • Trees

HK • Love • Trees was established in September 2007, which is the first large-scale, sustainable tree conservation project in Hong Kong. As well as covering ecology, the project spans historical and cultural aspects of trees for the first time in Hong Kong, and encourage people to share precious collective memories about local trees. We hope that, by learning about and making friends with trees, we can better protect and preserve these treasures of our earth.

The official website www.hk-love-trees.net adopts a “sentimental” approach, introducing trees in Hong Kong, the relationship between trees and humans, ecology, and threats trees face. There is also detailed information about banyan trees – the theme of the first year programme, such as characteristics, species and precious photos. Following the “Banyan Tree of Hong Kong People” election and “Moving Banyan Tree” Bus Body Design Competition, there will be a series of activities for the public, teachers and students, such as “Memories Under Banyan Tree” Writing Competition, “Our Banyan Tree” Photo Competition and “Journey of Trees” Teachers’ Guidebook and Workshop.

For further information, please contact:

<u>NWS Holdings Limited</u>	<u>Green Power</u>
Ms Maria Cheung	Ms Mancy Chan
Senior Manager - Corporate Communication	Associate Project and PR Manager
Tel: (852) 2131 6251	Tel: (852) 2314 2663
Pager: (852) 7302 3499	Mobile: (852) 9746 1729
E-mail: mariacheung@nws.com.hk	E-mail: mancy@greenpower.org.hk