

## For Immediate Release

### **Business and Community Leaders Join Together for Hike for Hospice 2009**

500 hikers raise over HK\$2 million for end-of-life care in Hong Kong

**(Hong Kong, 22 February 2009)** — Hike for Hospice 2009, the main annual fundraiser for the Society for the Promotion of Hospice Care, took place today at Hok Tau, in Hong Kong's New Territories. The event was officiated by Dr. the Hon. Anson Chan Fang On-sang, former Chief Secretary for Administration of the Hong Kong SAR; Dr. the Hon. Leong Che-hung, Non-official Member of the Executive Council and Chairman of the Elderly Commission; Mr. James E. Thompson, Chairman of the Hike for Hospice 2009 Organising Committee and Chairman of Crown Worldwide Group; Ms. Semon Luk, Chairperson of Emperor International Holdings Limited; and artistes Vincy and Deep Ng.

Speaking at the event, Mr. Thompson thanked the sponsors and hikers for their support. "Despite challenging economic conditions, our sponsors have come through again and we have a record number of hikers. The HK\$2 million raised today will help the Society for the Promotion of Hospice Care comfort families that have lost loved ones and improve end-of-life care for everyone in Hong Kong."

The 500 participants in Hike for Hospice 2009 included several well-known hikers, such as Dr. Fung Hong, Cluster Chief Executive (New Territories East) of the Hospital Authority, and Mr. Anthony Nightingale, Managing Director of Jardine Matheson Limited. Leading local and international companies including China Light & Power, DLA Piper, Goldman Sachs, Kowloon Dairy and Midland Realty fielded teams for hike, which comprised a 12-kilometre scenic route, a 12-kilometre high route and an 18-kilometre arduous route.

#### **About Hike for Hospice**

Since the first Hike for Hospice was first held in 1992, this annual event has raised over HK\$31 million for the Society for the Promotion of Hospice Care (SPHC). Each hike features routes of varying length and difficulty that are open to individuals and teams of 4-6 people. Individuals and teams are asked to raise HK\$20,000 and HK\$5,000, respectively.

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## Sponsors

The Hike for Hospice 2009 Organising Committee gratefully acknowledges the support of the following sponsors\*

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\*Listed alphabetically

## About the Society for the Promotion of Hospice Care

Founded in 1986, the SPHC ([www.hospicecare.org.hk](http://www.hospicecare.org.hk)) is a government-registered, independent charitable organization. The SPHC promotes hospice care and enhances the standard of related services through professional training; provides bereavement counselling; and advocates community education that encourages people to value life, understand death and foster a positive attitude towards a full life. The SPHC's guiding principle is, "When days cannot be added to life, add life to days."

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