

## **Share for Good Steps Up Action on Food Aid Launches “Show me your love rice” Charity Sale to Empower Restaurants to Distribute Meals**

### **Introducing “Share a Meal” Donation Programme in June, Connecting Nearly 220 Restaurants**

(30 May, 2022 – Hong Kong) Since the fifth wave of COVID-19 hit, Hong Kong’s food and beverage industry has endured some of its most challenging times ever, and the income and livelihood of the underprivileged have been directly affected. Many people have difficulty affording even a simple local dish of creamed corn with pork and rice (affectionately nicknamed “show me your love rice”).

In spite of the challenging environment, a number of local restaurants have remained committed to distributing free meals to the underprivileged. To support their effort, the New World Development-initiated Share for Good donation platform is launching the “Show me your love rice” charity sale and inviting the public to support 7 local restaurants by purchasing and donating meal vouchers for those in need. New World Group Charity Foundation will take the lead by purchasing 1,000 “Show me your love rice” meals from each participating restaurant, with the entire programme expected to reach over 10,000 beneficiaries. In addition, Share for Good will launch the city-wide “Share a Meal” donation programme in June, connecting close to 220 restaurants. The public may visit any one of these restaurants to dine and donate. The donations will be used to purchase food to provide those in difficulty with much-needed warm meals.

### **Restaurants forced to scale back meal donations delighted to receive support from Share for Good**

Starting at the end of May and lasting one month, the “Show me your love rice” charity sale will be joined by seven restaurants across Hong Kong, six of which have long been distributing free meals to the underprivileged: Happy Kitchen, Ho Win Roasted Meat Restaurant, Flourish Palace, Amitabha Buddha Vegetarian Restaurant, Manna and Dignity Kitchen. While a number of these restaurants were forced to halt their donations or reduce the number of meals they donated during the fifth wave, the new initiative by Share for Good is providing them with much-needed support to restart their charitable work. In addition, in the face of the rising unemployment rate and cost of living, renowned noodles eatery Sister Wah is joining the “Show me your love rice” charity sale to offer food to those in need.

### **Unlimited purchases, donors will receive donation certificates for online “check-in”**

Promotional materials will be provided by Share for Good and displayed at the cashier of all seven

participating “Show me your love rice” restaurants. Interested donors may visit any one of the seven restaurants and purchase a “Show me your love rice” meal voucher to support the needy. Each voucher is priced between HK\$30 and \$60, depending on the food costs of each participating restaurant, and is equivalent to one boxed meal for a beneficiary. When they purchase a voucher, donors will receive a special donation certificate, which also includes a QR code for a limited-time check-in on Instagram to help spread the word.

Share for Good is also connecting two participating restaurants, Flourish Palace and Sister Wah, with two of its NGO partners, Evangelical Lutheran Church Social Service-Hong Kong and Hong Kong Christian Service, which will facilitate meal distribution to beneficiaries. New World is also leading by example through its New World Group Charity Foundation, which will purchase 1,000 “Show me your love rice” meal vouchers from each of the seven participating restaurants.

### **Introducing “Share a Meal” Programme in mid-June with a simple dine-and-donate QR code**

After launching the second phase of its programme last month, in which five food items were added to its donation needs list – rice, cooking oil, canned food, packaged noodles and biscuits – Share for Good will expand its footprint with the large-scale “Share a Meal” programme, starting on 15<sup>th</sup> June and lasting two months. Close to 220 restaurants will join the programme. Donors can simply scan and donate via a QR code at any participating restaurant, or log in to the Share for Good website and make donation with AlipayHK or PayMe. All donations of HK\$100 or more will be eligible for a receipt for tax deduction. The platform’s key partner, Yan Chai Hospital, will collect donations for the purchase of supplies and distribute them accordingly to 60 beneficiary organisations for those in need.

“Share a Meal” has been showered with support from Hong Kong’s food and beverage industry, and will be joined by nearly 220 restaurants at launch, including Michelin-starred restaurants such as ZEST by Konishi, Beefbar, Takumi by Daisuke Mori, Ye Shanghai and Sushi Wadatsumi. Also participating in the programme are restaurants such as Rosewood Hong Kong, Grand Hyatt Hong Kong, Renaissance Hong Kong Harbour View Hotel, Hyatt Regency Hong Kong, Tsim Sha Tsui, and Hyatt Regency Hong Kong, Sha Tin, and restaurant chains Maxim’s MX, Pho le, TeaWood, Preface Coffee & Wine and Polukc Eatery. Further promoting the new initiative, restaurants in New World’s retail projects such as K11 MUSEA, K11 ART MALL, D•PARK and THE FOREST are also joining hands to give back to those in need. The full list of participating restaurants is available on the Share for Good website: <http://shareforgoodhk.com/>

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## Participating Restaurants in the “Show me your love rice” Meal Donation Programme

Restaurant	Address
Happy Kitchen	G/F, Cheong Ip Building, 352-354 Hennessy Road, Wan Chai
Ho Win Roasted Meat Restaurant	G/F, 21 Kam Wa Street, Shau Kei Wan
Flourish Palace	Shop 101, 1/F, Eight Regency, 8 Leung Tak Street, Tuen Mun
Amitabha Buddha Vegetarian Restaurant	G/F, 41-43 Station Lane, Hung Hom
Sister Wah	G/F, 13A Electric Road, Tin Hau
Manna	1/F, Kwun Tong Swatow Baptist Church, 11 Tsui Ping Road, Kwun Tong
Dignity Kitchen	2/F, 618 Shanghai Street, Mong Kok

## Photo Captions



Share for Good is launching the “Share me your love rice” charity sale and is inviting the public to support seven restaurants that have been distributing free meals during the pandemic to help those in need.



Every “Show me your love” meal donor will receive a donation certificate, each with a QR code, for donors to share their love and check in on Instagram

**Please download high-res images here:**

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**Media Enquiry**

**Corporate Communications Department, New World Development**

Jane Ha

Justin Lam

Tel: +852 3110 4701

Tel: +852 9081 6759

Email: [janeha@nwd.com.hk](mailto:janeha@nwd.com.hk)

Email: [justinlam@nwd.com.hk](mailto:justinlam@nwd.com.hk)

**About New World Development Company Limited**

Founded in 1970, New World Development Company Limited (“The Group”, Hong Kong stock code: 00017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group’s core business areas include investment in property and property development, and investment in and/or operation of roads, commercial aircraft leasing, construction, insurance, hotels and other strategic businesses. Its Greater China operations, especially in the Greater Bay Area, had a total asset value of approximately HK\$639.7 billion as at 31 December 2021. The Group’s two listed companies are NWS Holdings Limited (61%), and New World Department Store China Limited (75%). New World China Land Limited is wholly owned by the Group.

### **About Yan Chai Hospital**

Yan Chai Hospital Board was established in 1962 and founded Yan Chai Hospital in 1973. After years of growth and development, it has become one of the six leading charities in Hong Kong and services in different areas, including medical, education, social welfare, charitable funds and columbarium etc. As of March 2022, the Board has a total of 99 service units. 19 of them are clinics rendering Chinese medicine, dental, ophthalmology, haemodialysis and integrated medical services. Another 23 units are schools in kindergartens/child care centres, primary and secondary levels. There are also 55 social services units offering elderly residential and community care, rehabilitation, youth and child care services to the public. Besides, the Board has set up special projects and charitable funds to provide financial assistance to people who are suffering from misfortune, accidents and catastrophes to tide over their tough times. For more information, please visit [www.yanchai.org.hk](http://www.yanchai.org.hk).