



19 February 2008

CLP "Care for the Elderly – Active Mind" Programme Exceeds \$1 million Target

More Donations To Benefit More At Risk Elderly in Hong Kong

CLP Power is happy to announce today that the "Care for the Elderly – Active Mind" programme has successfully raised HK\$1 million to provide cognitive assessment and memory training exercises to approximately 5,000 elderly citizens in Hong Kong. The HK\$1 million target was achieved two months ahead of the scheduled donation close date of 31 March 2008.

And there is still time for people to donate to the programme with further funds raised able to reach even more elderly people at risk of dementia.

At the end of January, a total of HK\$1,000,213 had been received by the programme partner and fund administrator, the Hong Kong Council of Social Service (HKCSS). This includes CLP Power's matching donation of \$400,000; \$92,800 contributed by CLP staff via various internal activities; and \$507,409 donated generously by the public. Donations from the public since the programme launch day in mid-September to end of January has seen an encouraging 5.4% increase compared with the charity programme in 2006.

Organised by CLP, in partnership with the HKCSS, the "Active Mind" programme is the first of its kind, involving a concerted effort from over 30 NGOs, academia, the general public and a commercial entity, to raise funds for elderly citizens in Hong Kong. More than 110 CLP staff also volunteered to participate in the programme as fund-raising ambassadors or memory training ambassadors to assist elderly care professionals in elderly centres.

This is the fourth year CLP has partnered with HKCSS to organise community services for the older population. In the past three years, CLP has raised more than HK\$3 million dollars to provide influenza vaccination to over 32,000 elderly citizens during the peak flu season. In 2007, the programme took on a new horizon and help society tackle the emerging threat of dementia.

"The success of the 'Active Mind' programme lays not only with the enthusiasm of our programme partner HKCSS and the supporting organisations, but also the fostering of a caring attitude towards the older generation. If more people make donations, more elderly people with cognitive problems can be detected and directed to appropriate medical services," said Mrs Betty Yuen, CLP Power Managing Director, in calling for further public support before the fund-raising period ends on 31 March.

Ms Christine Fang, Chief Executive of HKCSS, said, "Facing the challenge of an aging population, we cannot rely solely on the government. We have to proactively prepare ourselves for old age. Through this fundraising event, we can see the public is concerned and is ready to share responsibilities. This exemplary collaboration between the business and social welfare sectors has brought forth a new direction for future social service development."

According to research, Hong Kong now has about 70,000 dementia cases among persons aged 70 or older. The number is expected to rise to 110,000 by 2020 as the population continues to age. Although there is no cure for the illness, medical practitioners generally agree "early detection" and "early intervention" can slow the rate of deterioration.

About CLP Power

CLP Power Hong Kong Limited is the largest electric utility in Hong Kong serving the business and domestic community in Kowloon, the New Territories, Lantau and most of the outlying islands. Operating a vertically integrated electricity generation, transmission and distribution business, CLP Power provides a highly reliable supply of electricity and excellent customer services to over 5.5 million people in its supply area.

About Hong Kong Council of Social Service

The Hong Kong Council of Social Service (HKCSS) is an umbrella organisation of more than 320 Agency Members that are providing over 90 percent social welfare services. The HKCSS, together with its Agency Members, promotes the betterment of social welfare service development in Hong Kong, facilitates cross-sectoral partnership, advocates equality, justice, social integration and a caring society, setting the local welfare sector as a model of excellence in the international community.

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