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## **CLP's Interactive GREEN PARK Deepens Appreciation of the Importance of Tree Conservation**

### **“Love the Earth, Plant a Tree” on-line campaign targets the planting of 100,000 virtual trees to advance green cause**

Leveraging technology to devise an engaging way to raise awareness about the importance of preserving the world's natural treasures, CLP launched online game Green Park today to enable more people to join them in planting trees.

Designed to serve as an interactive platform to raise awareness about the role that trees play in managing water resources and combating climate change, Green Park encourages participants to learn about the services that trees offer to other plants, animals and human beings in a fun and relatable manner while planting online trees.

The game allows for a high degree of personalisation and customisation. Players can personalise their characters, choose the tree species they like to plant and learn about the ecosystem, and most importantly the intimate connection between trees and human.

CLP aims to attract 100,000 individuals across the Asia-Pacific region to join this innovative virtual green drive. For every virtual tree planted, CLP will donate HK\$5 to green projects implemented by five partner organisations—The Conservancy Association in Hong Kong, the Forestry Administration of Guangdong Province in Chinese Mainland, the Conservation Volunteers in Australia, the Mangrove Forest Development Station 6 (Petchburi) in Thailand, and the Centre for Environmental Education in India.

The online programme as well as the programmes implemented by CLP's green partners is part of the CLP's Five-Year Regional Tree Planting Programme which was launched in April 2008. CLP is committed to planting a million trees over five years in Hong Kong, Chinese Mainland, India, Thailand and Australia with the goal of connecting the Company's staff and stakeholder, mostly urban dwellers, with nature.

“Tackling the climate change problem is at the heart of CLP's green initiatives. Green Park is unique in the way it reaches out to a diverse demographic in Asia, using an online gaming platform,” said Jane Lau,

Director of Group Public Affairs, CLP Holdings. “We hope that thousands of people from these markets will sign up for the game and support projects that contribute to the preservation of biodiversity.”

The online tree planting campaign also coincides the United Nations International Year of Biodiversity. Joining CLP in raising awareness about biodiversity and climate change are thought leaders and environmentalists, Dr. R K Pachauri, Director-General of TERI, Mr. Yvo de Boer, Special Global Advisor of Climate Change and Sustainability at KPMG, Mr. Achim Steiner, Executive Director of the United Nations Environment Programme, and Ms. Christine Loh, CEO of Civic Exchange, whose words of wisdom are located in the Green Park.

Join us now at CLP Green Park [www.clpgreenpark.com](http://www.clpgreenpark.com)

#### About CLP

CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange, is the holding company for the CLP Group, which is one of the largest investor-owned power businesses in Asia. Through CLP Power Hong Kong, it operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to over 5.7 million people in its supply area.

Outside Hong Kong, CLP has investments in the energy sector in Mainland China, Australia, India and Southeast Asia. It is the largest external investor in the Mainland electricity industry, and a leading international private sector power company in the Asia-Pacific region with a diversified portfolio of power generation from gas, coal, renewables and nuclear.

CLP is listed in the Global Dow – a 150-stock index of the world’s leading blue-chips, the Dow Jones Sustainability Asia Pacific Index (DJSI Asia Pacific), the Dow Jones Sustainability Asia Pacific 40 Index (DJSI Asia Pacific 40) and Hang Seng Corporate Sustainability Index Series.



For every virtual tree planted in the Green Park, CLP will donate HK\$5 to its green partners to support the green projects over the Asia Pacific region.

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