



## 房協友愛 萬家親

“HS Community” Promotes

# Love and Care among



主席鍾瑞明(中)、執行總幹事王麗珍(右)及鄭丹瑞主持「房協之友」成立典禮  
Chairman Chung Shui-ming (centre), Executive Director L C Wong (right) and Chief Creative Officer of Hong Kong Commercial Broadcasting Co., Ltd. Lawrence Cheng officiated at the Launching Ceremony of “HS Community”

房協最近推出「房協之友」計劃，以凝聚居民的愛心，鼓勵住戶關懷家人及鄰里，發揚互助友愛精神，建立和諧社區，並藉此為居民提供更多增值服務，進一步提升房協居民的生活質素，貫徹「盡心服務、關懷社群」的目標。

「房協友愛萬家親同歡日」暨「房協之友」成立典禮於六月十四日假駿發花園舉行。典禮由房協主席鍾瑞明連同執行總幹事王麗珍及商業電台創作總裁鄭丹瑞主禮，並廣邀房協各屋邨互助委員會代表、房協委員，以及「房協之友」合作夥伴蒞臨參與。現場安排了歌星表演、短劇及多項遊戲節目，從中宣揚關懷訊息。當日，更有多位房協委員出席，包括副主席陳炳煥、周鎮榮、李葉慧璣、馬錦華、王潮生、李惠光、彭贊榮、黃吳詠琪、楊澍人等，並參與「智醒家庭」問答比賽，與眾同樂。



副主席陳炳煥(左三)與居民代表一同參與「智醒家庭」問答遊戲  
Vice-chairman Chan Bing-woon (third from left) participated in a quiz game with resident representatives

為了配合「房協之友」的推出，房協於四月底開始，透過商業電台第一台雷霆 881 廣播一系列宣傳關懷訊息的節目，包括「房協英雄傳」、「親親領袖 - 親子俱樂部」、「老友寶寶錦囊」、「好書有好報」、「寫書的人看的書」等，通過大氣電波將關心家人、友愛睦鄰、關懷社區的訊息帶給全港市民。

房協轄下的出租屋邨和代管物業的住戶均可申請成為「房協之友」，費用全免。房協更與大新銀行推出「房協之友」聯營信用卡。一經成為「房協之友」，便可享受多項增值服務及活動，包括旅遊、飲食消閑優惠、綜合家居服務、「名氣佳」網上資訊及購物優惠、增值課程及流動展覽圖書車服務等。房協更為「房協之友」特設網頁 [www.hs-care.com](http://www.hs-care.com)，為會員提供多元化資訊。



## 準備就緒 開展市區重建

### All Set on Urban Renewal Projects

房協去年與市區重建局簽訂合作備忘錄，為彼此合作推行市建計劃展開序幕。過去半年，房協一直為開展首個項目作出周詳的部署及策劃，其中一項工作便是籌備地區辦事處，處理日後居民的查詢及地區聯絡工作。

首個地區辦事處設於深水埗青山道，於五月底正式投入服務。執行總幹事王麗珍及總監(物業發展)羅浩仁更親自主持入伙儀式。六月十一日，房協執行委員會多名委員，包括主席鍾瑞明、陳炳煥、鄭維新、周鎮榮、李葉慧璣、潘國城，在王麗珍及各總監的陪同下，亦到訪這個新設的地區辦事處，並順道實地視察深水埗的舊區情況，及了解即將開展的重建計劃。



執行總幹事王麗珍(右)及總監(物業發展)羅浩仁(中)及總經理(物業發展)劉竟成(左)主持入伙神儀  
Executive Director L C Wong (right), Director (Property Development) Francis Law (centre) and General Manager (Planning & Development) Daniel Lau at the bai-sun ceremony of the Neighbourhood Centre



## Residents



「房協之友」會員咭及精美的入會禮品  
“HS Community” membership card and welcome gifts



居民即場報名成為「房協之友」會員  
Residents signed up to become “HS Community” members

The Society has recently launched the “Housing Society Community” (HS Community) to promote neighbourhood fraternity among its residents in building a harmonious community. By providing more value-added services for the residents through the scheme, we aim to enhance the quality of living of the residents and live up to the Society’s mission of “Serving the Community and Caring for the People”.

The “HS Family Caring Fun Day” cum Launching Ceremony of “HS Community” was held on 14 June at Prosperous Garden. The ceremony was officiated by Chairman Mr Chung Shui-ming, Executive Director Miss L C Wong, and Chief Creative Officer of Hong Kong Commercial Broadcasting Co., Ltd. Mr Lawrence Cheng. Among the attending guests were MAC representatives of HKHS estates, HKHS Members and working partners of HS Community. Caring messages were propagated through artiste performances, drama and games. HKHS Members, including Vice-chairman Mr Chan Bing-woon, Mr William Chau, Mrs Cecilia Lee, Mr Timothy Ma, Mr Wilson Wong, Mr Sunny Lee, Mr Kenneth Pang, Mrs Julia Wong and Mr Nicolas Yeung turned up and took part in the quiz games with the residents.

In association with the launching of the “HS Community”, the Society has rolled out a series of broadcasting programmes on Channel 881 of Commercial Radio 1 since the end of April.

The programmes, including “HS Heroic Stories”, “Parents Club”, “Smart Tips for Elders”, “Book Reports” and “Writers’ Beloved Books”, convey caring messages on air and encourage everyone to love their families and neighbours.

All residents living in HKHS rental estates and managed properties are eligible to join HS Community at no costs. Apart from collaborating with Dah Sing Bank to issue a credit card, HS Community also provides many value-added services and activities, such as travel packages, dining and spending privileges, integrated home services, information and purchase discounts offered by iCare, self-enhancement courses and mobile exhibition centre/library. HKHS has also developed an exclusive website at [www.hscare.com](http://www.hscare.com) to provide all sorts of useful information.

流動展覽/圖書車將於  
九月開始巡迴到各屋邨  
Mobile exhibition  
centre/library will tour  
among our estates



Last year, the Society and the Urban Renewal Authority jointly signed a Memorandum of Understanding to initiate their co-operation in urban renewal projects. Over the past six months, the Society has committed to the preparation and planning of the first project, including the setup of the Neighbourhood Centre to handle public enquiries and district community relations.



主席鍾瑞明(右)與市建局主席劉華森於六月二十六日  
為第一個合作項目簽訂協議  
Chairman Chung Shui-ming (right) and Chairman of URA  
Dr Lau Wah-sum signed the Project Implementation Agreement  
for the first project on 26 June

The first Neighbourhood Centre, located at Castle Peak Road in Shamshuipo, was officially opened at the end of May by Executive Director Miss L C Wong and Director (Property Development) Mr Francis H Y Law. On 11 June, some Executive Committee members, including Chairman Mr Chung Shui-ming, Mr Chan Bing-woon, Mr Edward Cheng, Mr William Chau, Mrs Cecilia Lee, Dr Peter Pun, visited this new centre with the company of Miss L C Wong and other directors. The visitors also took the opportunity to tour the old areas in Shamshuipo to know about the imminent urban renewal projects in the district.