



HKHS 70th Anniversary Campaign Won Multiple Accolades

The Hong Kong Housing Society (HKHS) 70th Anniversary Public Relations Campaign took the Gold Award in the “NGOs/NPOs/Social Enterprises Communications” category of The 4th Hong Kong Public Relations Award 2018, in recognition of the outstanding performance of HKHS.

Organised by the Hong Kong Public Relations Professionals’ Association, the Hong Kong Public Relations Award, also known as the “Oscars” of the local public relations industry, aims to give due recognition to industry practitioners, teams and organisations for their excellent performance in helping to raise professional standards of public relations in Hong Kong. Assessed in the areas of strategic planning; execution effectiveness and results achieved, campaign entries that contributed most to the public relations excellence of their serving organisations were presented with awards.

2018 marked the 70th anniversary of HKHS. In order to share the joy with tenants and different sectors of the community, HKHS organised a wide and diverse range of activities, including a grand cocktail reception; the “Art-in-Estates” mural painting programme, drawing competitions and photo exhibitions at rental estates with the theme of “Happy Community”; two “Anecdotes of Old Hong Kong” talks alongside with the territory-wide roving exhibitions; special TV programme “Public Housing Outing”; shopping promotion campaign for tenants; production of 70th Anniversary theme song; revamp of corporate website; production of commemorative book and souvenirs; an international housing conference, as well as the establishment of the first exhibition centre of HKHS. The campaign was well received and supported by the public and stakeholders with extensive media coverage, further strengthening our ties with the community.

At the Award Presentation Ceremony held on 17 May, HKHS Chief Executive Officer Wong Kit-loong said, “We are deeply encouraged by the industry’s recognition for our 70th Anniversary Public Relations Campaign and the efforts of our team. Although the anniversary celebration was concluded, we will continue to connect with the public through a wide array of activities across multiple channels, enhancing their knowledge of the Housing Society’s work.”



**HONG KONG
HOUSING SOCIETY**

香港房屋協會

Press Release

Apart from The 4th Hong Kong Public Relations Award, the 70th Anniversary Campaign also won the Silver Award in the “Corporate Image & Corporate Social Responsibility” category of the Digital Media Awards China 2019 and the Bronze Award in the “Best PR-Led Integrated Communications” category of the PR Awards 2018.

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HKHS Chief Executive Officer Wong Kit-long (10th from the left) and Head of Corporate Communications Pamela Leung (8th from the left) receive the Award and share the joy of success with the Corporate Communications team and honourable guests.