



**HKHS revamps the “Senior Citizen Residences Scheme” website
debuting its online application and membership programme**

The “Senior Citizen Residences Scheme” (the Scheme) of the Hong Kong Housing Society (HKHS) presented its new brand image and logo, that symbolises “Active Ageing with Hassle-free Living”, in welcoming the Scheme’s third project to be completed in late 2022, alongside the launch of a revamped website. The new website features more functions and services that enable easier navigation and access to information about the Scheme by members of the public.

HKHS Chief Executive Officer James Chan said, “The Housing Society is a pioneer in elderly housing in Hong Kong. Well received by the community, our Senior Citizen Residences Scheme provides the elderly of middle-income group with one-stop residence that integrates housing, recreation, medical and care services under the same roof, aiming to achieve ageing-in-place. The new logo of the Scheme is conveying our blessings to the residents for a fabulous and joyful living. We hope that the new website can help the public, especially the seniors, have a better understanding of the Scheme and be accessible to information and activities useful for the elderly.”

The revamped website of the Scheme (<https://sen.hkhs.com>) is a one-stop platform providing information related to the Scheme projects, application arrangements, the Residential Care Home for the Elderly, etc. The function of online application is newly added to facilitate easier application of the Scheme by interested parties at any time. “iAM Smart” users can use the “e-ME” form-filling function of “iAM Smart” to fill in their personal information automatically in a convenient way.

In addition, a new membership programme named “Happy Silver Club” is launched by HKHS in order to further promote ageing-in-place and age-friendly community. Anyone aged 18 or above, including the elderly, their family members, caregivers and any interested parties are welcome to join the programme by signing up on the website. The “Happy Silver Club” provides members with “ageing-in-place” information regularly, such as gerontechnology and healthy living tips, and organises various activities to help the members expand their social network and enjoy a fruitful life.

The two pilot projects of the Scheme, namely Jolly Place in Tseung Kwan O and Cheerful Court in Ngau Tau Kok, were completed in 2003 and 2004 respectively. The third project located at Lee Kung Street in Hung Hom is scheduled for completion in late 2022.

-End-

.....continued on next page



HONG KONG HOUSING SOCIETY

香港房屋協會

Press Release

Media Enquiries :

Catherine Chui
Assistant General Manager (Public Affairs)
Tel : 2839 7892

Angel Yu
Manager (Public Affairs)
Tel: 2839 7893

Photos:

	<p>The new logo of the “Senior Citizen Residences Scheme” implies “Active Ageing with Hassle-free Living”. The open heart-shaped design symbolises that the residents will start a new chapter of life in a caring environment.</p>
	<p>The new website of the “Senior Citizen Residences Scheme” enables the public to access information and services more conveniently. The newly launched “Happy Silver Club” membership programme welcomes online registration by people aged 18 or above.</p>
	<p>The “Senior Citizen Residences Scheme” provides a one-stop age-friendly housing for middle-class seniors to achieve ageing-in-place.</p>