



**Housing Society Honoured with Two Grand Prizes in “PR Awards 2022”
for its Excellence in Epidemic Response and Public Relations Efforts**

The Hong Kong Housing Society (“HKHS”) achieved outstanding results at the “PR Awards 2022” (“the Awards”) and was honoured with the Gold Prize in “PR Team of the Year” and the Bronze Prize in “Best COVID-19 Response”, in recognition of its remarkable performance in public relations and community care efforts during the epidemic.

HKHS Chief Executive Officer James Chan said, “As a socially responsible organisation, the Housing Society has launched a series of initiatives during the pandemic to support our residents, commercial tenants, and communities. Swift actions and contributions were made across committed teams to mobilise donations, distribute anti-pandemic care packs to communities in need, create job opportunities, and safeguard the mental health of our residents. The Awards are a testament and great encouragement to our efforts on stakeholder engagement.”

James Chan continued, “Although face-to-face communication was restricted during the pandemic, our corporate communications team has overcome the constraints of social distancing with creative mind to enable stakeholders in different locations to support each other in times of difficulty. By utilising a mix of traditional and online social media platforms, our messages of community support and pandemic response were communicated effectively and positively to connect our communities with care and love.”

During the fifth wave of the pandemic, HKHS earmarked HK\$12 million for a Community Care Campaign to support various sectors in need of anti-pandemic supplies, financial assistance and mental health relief. These efforts include the distribution of pandemic care packs, donations to food banks, creation of short-term job opportunities, and caring of elderly tenants living in HKHS’s rental estates. On the other hand, seven consecutive rounds of rent concessions were provided to its commercial tenants. A Shopping Promotion Campaign was also launched last year to benefit both domestic and commercial tenants.

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Online platforms have become a popular way in which people receive information. In keeping with this trend, HKHS tapped into the strength of multimedia and five major social media platforms to announce updated pandemic related information and corporate news. They are the “Housing Society Community” Facebook Fan Page (<https://www.facebook.com/HKHousingSociety>), YouTube Channel (www.youtube.com/user/hkhousingsociety), Instagram account (www.instagram.com/hkhousingsociety), LinkedIn account (www.linkedin.com/company/hong-kong-housing-society), and WeChat public account. More than 60 media interviews, press releases, and promotions in publications have been organised or published over the past year, generating more than 2,200 positive coverage. HKHS was also honoured with 37 local and international awards during the year in recognition of its excellence in corporate governance, housing production, property management and sustainability.

During the pandemic, HKHS continued its innovative efforts by organising hybrid mode of online and offline awards presentation ceremonies for scholarship winners and the Kwun Tong Garden Estate Community Photo Competition, so that relevant parties and the general public could participate without physical presence. In addition, HKHS always connect young people with creative ideas with the hope to foster community development. The first eSports Competition with the theme of housing, as well as Gerontech Competition were organised for students in this context.

The “PR Awards 2022” is organised by MARKETING-INTERACTIVE, an Asia’s leading source of advertising, marketing and media intelligence, to honour excellent public relations campaigns across Asia. The judging panel composed of independent public relations veterans coming from different industries in the region and the Awards Presentation Ceremony was successfully concluded on 29 September 2022.

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**HONG KONG
HOUSING SOCIETY**
香港房屋協會

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Photos:



HKHS Chief Executive Officer James Chan (4th from left) and Corporate Communications Director Pamela Leung (3rd from right) received the Gold Prize in “PR Team of the Year” at the “PR Awards 2022” Presentation Ceremony with the team.



HKHS was also honoured with the Bronze Prize in “Best COVID-19 Response”.



HKHS bagged two grand prizes in the “PR Awards 2022”.