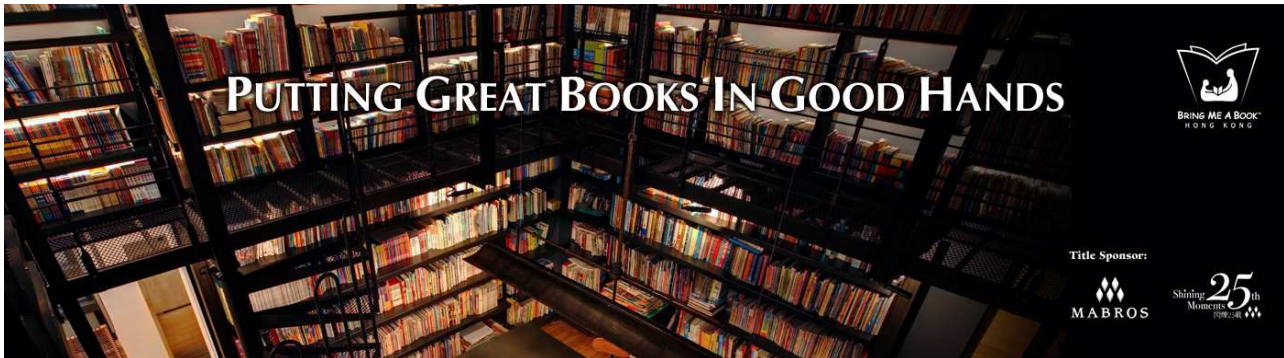




FOR IMMEDIATE RELEASE

May 31, 2010



**Bring Me A Book™ Hong Kong (BMABHK)**, the leading advocate of family literacy and authority in children's book selection in Hong Kong, proudly presented the "**Putting Great Books in Good Hands**" Gala Dinner on May 20, 2011 of which MABROS Jewellery Co. Ltd. was the event's Title Sponsor.

Approximately 600 guests attended the successful fundraising gala dinner, held at the Convention Foyer and Hall, The Hong Kong Convention & Exhibition Centre. To celebrate their 25<sup>th</sup> Anniversary, MABROS Jewellery Co. Ltd. (the Title Sponsor), not only underwrote the cost of the dinner, but also donated a 18K/750 White Gold Diamond Watch for the Grand Lucky Draw Prize (valued at HK\$800,000) and a "Ladies' Lunch with a 31-Carat View" (a private lunch and viewing of their 31 carat D flawless ASHOKA diamond) as a unique silent auction prize. **Mr. Lawrence Ma, CEO of Lee Heng Diamond Group** shared: "As the gift of reading brings value to our life, the gift of diamonds symbolizes value in our lives. In the past 25 years, MABROS Jewellery feel truly privileged to be able to not only provide the perfect pieces of diamond jewellery like ASHOKA diamonds for our customers for their special moments, we also share the joy and happiness of these special moments."

In her opening speech, **Founder and Board Member of Bring Me A Book Hong Kong, Ms. Su Lee**, asked guests to think about the lasting impressions of reading together with a child, "Reading enriches our lives and minds and is imperative for the healthy development of every child's mind. Yet, many of our children lack essential skills and resources to

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succeed in school – Hong Kong ranked 41<sup>st</sup> out of 45 countries that participated in a definitive global survey of reading habits (26% of local parents engage with their children in pre-school activities vs. international standard of 54%). So we, at Bring Me A Book Hong Kong, feel compelled to address this.”

In a two-minute pledge session, more than 30 trainings programs were generously donated. With the money raised, **BMABHK** will expand their outreach into ten low-income districts across Hong Kong, Kowloon and New Territories. The trainings are based on Bring Me A Book’s award-winning “First Teacher’s Training” (so-called as parents should be the child’s first teacher) course that empowers parents to read out loud to their children and encourages them to make it a routine and enjoyable practice. The funds will also cover costs for a free set of age-appropriate books for all training course participants to take home to read to their child.

**BMABHK** arranged a special performance by international singing sensation, Courtney Act, who flew in from Sydney to serve as the event hostess and entertainer. She cleverly engaged the audience and modeled MABROS’s jewellery.

Noteworthy guests, all known for their support of family literacy and reading aloud to children, attended the BMABHK event, including BMABHK founders, Mr James Chen & Mrs Su Chen, Mr. Lawrence Ma and Mr. Maximillian Ma of the Title Sponsor MABROS Jewellery Co. Ltd., Mrs. Sabrina Fung Lam and Mr. Kevin Lam, Ms. Deirdre Fu, Mrs. Linda & Mr. Alex King, Ms. Leigh Tung, Mrs. Yolanda Tang and Mr. Hamilton Tang, Maisy, Lawrence and Sharon Ho, Ms. Michelle Liu of Peegaboo, Winnie Young (BMABHK Ambassador), Stanley and Jacqueline Sun and Michelle Cheng.

### **A Fundraising Record**

The BMABHK Gala Dinner was a fundraising success as it raised over HK\$5 million in net proceeds for family literacy programs in Hong Kong, the highest amount BMABHK has raised in a single event since its inception in 2006.

### **2011 Fundraising Committee Members**

Ada Wang	Pia Wong
Fiona Marin	Peggy Yeoh
Jacqueline Sun	Sabrina Fung
Jennifer Fang	Sarah Dyer Dana

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Leigh Tung Chou  
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Yolanda Choy

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Shirley Kuan  
Su Hwei Lee  
Tasha Lalvani

## **About Bring Me A Book™ Hong Kong**

Bring Me A Book™ Hong Kong (BMABHK) is a non-profit organization that was founded in 2006 to serve children who do not have access to quality books and who are not read aloud to on a regular basis. We promote family literacy by providing libraries of quality, hardback children's books and read aloud training to children and families. Through innovative library and training programs, BMABHK reaches underserved children and families in nurseries, kindergartens, community centres, shelters, health clinics, and in workplace.

BMABHK is an affiliate of Bring Me A Book™ Foundation which is a 501 (c) (3) award winning literacy non-profit headquartered in Mountain View, CA. Founded by Judy Koch in 1997.

Since inception, BMABHK has installed **120 libraries**, served over **44,000 children** through our library programs and trained **4600** parents through their First Teachers Training Program.

Our community Partners are based across Hong Kong Island, Kowloon Peninsula and the New Territories. They promote the Bookcase Library and Book Bag Library programs in their respective districts.

**The Bookcase Library Program** - bookcases filled with 30 to 45 quality, age appropriate children's books in Chinese and English. All of the books are selected by literacy experts.

**The Book Bag Library Program** - serves as a lending library. It provides an easily accessible selection of quality children's books and audio recordings that enhance reading skills and language acquisition. The Book Bag Library contains about 140-220 books for children ages 0 to 11 years.

**The First Teachers Program** - enhances both Library programs by engaging and educating parents, childcare providers, and teachers on the critical importance of reading aloud and read aloud strategies.

For more information, please see: [www.bringmeabook.org.hk](http://www.bringmeabook.org.hk)

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