



Press Release  
For Immediate release

## **Ten Years of Giving: Bring Me A Book™ Hong Kong Marks Milestone as the Leading Advocate of Family Literacy**

(Hong Kong, 20th May 2016) - The 10<sup>th</sup> anniversary gala dinner of Bring Me A Book™ Hong Kong (BMABHK) is hailed as one of the most significant fundraising events in town. The event, held every two to three years, aims to raise funds to support under-resourced communities, to encourage reading aloud to children, easy access to quality picture books and to bring the pleasure back into learning for future generations.

The gala dinner, held on Friday, 20th May 2016 at the Convention Hall and Foyer, Hong Kong Convention and Exhibition Centre attracted 600 influential guests, donors and long-term supporters of Bring Me A Book™ Hong Kong. The theme “Our Giving Tree”, taken from a well-loved children’s book by the same title, not only signifies the importance of giving back to the community, but also celebrates how BMABHK has grown and flourished over the past ten years, to become what it is today – the leading advocate of family literacy in Hong Kong.

Guests dressed in gold, glitter and green were entertained by a magical shadow dance from the First Asia’s Got Talent Grand winner, El Gamma Penumbra from The Philippines. Emcees, Kevin Lam and Sandra Ng joined forces with renowned auctioneer, Elaine Kwok to help raise much needed funds for the local charity. The famed jewellery brands – Chopard and Cindy Chao are giving generous support to BMABHK as the platinum sponsors of the gala.

On this meaningful occasion, Bring Me A Book™ Hong Kong launched its highly sought after “2016 Guide to the Best Chinese Books for Children” – a valuable resource for parents and teachers created by literacy specialists from Hong Kong, Taiwan and China. Guests enjoyed buying English and Chinese children’s books from the spectacular tree-themed pop-up book shop on display in the convention foyer.

BMABHK Founder, Mrs. Su Chen said, “Ten years ago, we had a little dream, for little people to make a little difference in our daily lives. To have the support of so many familiar and new friends tonight fills our heart with joy, encouragement and gratitude.” Referring to the lack of reading culture in Hong Kong, BMABHK Founder Mr. James Chen added “Going forward, for the next ten years, we would like to see all children in Hong Kong being read to from birth. We would also like to incorporate reading aloud into our school curriculum. Bring Me A Book is here to help our children



and their family to enjoy, discuss and debate great books instead of the repetitive drudgery of grammar and phonics.”

The Founders are grateful for the dedication of Jacqueline Sun and Peggy Yeoh in organising this spectacular event, and extend their appreciation to all committee members for their continuous and generous support. Proceeds of the gala dinner will fund book replenishment, training programs and allow BMABHK to continue its advocacy work for the underprivileged communities in Hong Kong.

### **Bring Me A Book™ Hong Kong – 10<sup>th</sup> Anniversary Gala Dinner Fundraising Committee**

#### **Member:**

Co-Gala Chair: Jacqueline Sun & Peggy Yeoh

Committee: Alison Chan, Michelle Cheng-Chan, Chelsea Chau, Jenny Chau, Rebecca Chee, Su Hwei Lee-Chen, Jennifer Cheng, Natalie Chiu, Jessica Chong, Leigh Tung Chou, Malti Dialdas, Sabrina Fung, Christina Matula-Hakli, Shirley Kuan, Christabel Lee, Bonnie Kwong-Li, Camilla Lindfors, Lily Ahn Riddick, Cherry Tang, Tansy Tom, Sharie Ross-Tse, Toland Sheriff, Tamara Varga, Crystal Wang, Pia Wong

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

Bring Me A Book™ Hong Kong 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. As the leading advocate of family literacy in Hong Kong, Bring Me a Book provides libraries and trainings for parents and teachers to foster an early love of reading and learning for all children. BMABHK is an affiliate of Bring Me A Book™ Foundation in Mountain View, California, USA.

Since its inception 10 years ago, Bring Me A Book™ Hong Kong has served more than 150,000 children in under-served communities across Hong Kong. Research, made famous by the “30 Million Word Gap” study, links poor early childhood literacy habits with lifelong, social and income disparities. Access to books and being read aloud to by a parent or caregiver, helps narrow these gaps and even out the playing field for low-income families. Bring Me A Book™ Hong Kong has libraries stocked with high quality books in 355 local kindergartens, schools, public hospitals and community centers. They also plan to work with more schools to incorporate storybooks (not just text books) into the local curriculum and collaborate closer with the local hospitals and pediatricians to ensure every new baby is read to from birth.



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