

## Media Information

For Immediate Release

28<sup>th</sup> May 2020

### Swire Group Charitable Trust receives 2019 Award for Arts Sponsorship

The Swire Group Charitable Trust (“Swire Trust”) has received the Hong Kong Arts Development Council’s 2019 Award for Arts Sponsorship, in recognition of its efforts in sponsoring arts education and accessibility and promoting the development of the arts in Hong Kong.

Established 37 years ago, the Swire Trust is the philanthropic arm of the Swire group. It aims to promote an inclusive arts sector, with special emphasis on arts education, arts accessibility and arts as therapy, by sponsoring organisations and projects that provide opportunities for underprivileged and disabled people to participate in the arts.

Please refer to *Table 1* below for some examples of arts programmes sponsored by the Swire Trust.

Tina Chan, Head of Philanthropy at the Swire Group Charitable Trust, said: ‘We are honoured and delighted to receive this award, which acknowledges our efforts to promote an inclusive arts sector in our community. Guided by the Swire group’s motto, *Esse Quam Videri*, the Swire Trust is motivated by altruism, aiming to act for the direct benefit of society and the greater good. We hope to create a diverse and inclusive cultural environment that enables people of all abilities to have equal opportunities to access, enjoy and participate in the arts.’

Table 1: Swire Trust sponsored programmes that aim to promote an inclusive arts sector:

Emphasis	Objectives	Examples
<b>Arts education</b>	<ul style="list-style-type: none"> <li>Provide arts education for the disadvantaged and disabled.</li> <li>Bring cultural enrichment into the lives of Hong Kong people.</li> </ul>	<ul style="list-style-type: none"> <li>The Swire Trust has sponsored the Music Children Foundation to offer free drum classes to underprivileged children and funds the Hong Kong Youth Arts Association in providing visual and performing arts activities for children in small group homes.</li> <li>The Swire Trust has been Principal Patron of the Hong Kong Philharmonic Orchestra since 2006, supporting the orchestra’s mission of inspiring and expanding musical appreciation in Hong Kong. The Swire Symphony Under The Stars is a hugely popular annual outdoor community concert, which enables people of all ages and from all walks of life to enjoy classical music together.</li> </ul>
<b>Arts accessibility</b>	<ul style="list-style-type: none"> <li>Enable equal access for the disabled and disadvantaged to enjoy and participate in the arts.</li> </ul>	<ul style="list-style-type: none"> <li>Through its Arts Access Fund, the Swire Trust has supported various NGOs in subsidising arts activities for the needy and those with disabilities.</li> </ul>

---

## Media Information

		<ul style="list-style-type: none"> <li>The Swire Trust has also sponsored the Hong Kong Society for the Blind to provide specialised audio description for films, in order to enhance cultural experiences for the visually impaired; last year, the Society collaborated with the local film industry to produce the first Hong Kong film with audio description.</li> <li>The Swire Trust has supported the Arts with the Disabled Association Hong Kong for many years in its efforts to foster social inclusion and create equal opportunities for disabled artists.</li> </ul>
<b>Arts as therapy</b>	<ul style="list-style-type: none"> <li>Bring lasting physical and mental benefits to the disabled and disadvantaged through art therapy and activities.</li> </ul>	<ul style="list-style-type: none"> <li>The Swire Trust has sponsored the Joshua Hellmann Foundation, which supports people with rare diseases, to enable the Foundation to offer expressive art and yoga therapy to children from low-income families, so providing them with relief from some of the physical, emotional and social problems they face.</li> </ul>

- END -

### About the Swire Group Charitable Trust

Established in 1983, the Swire Group Charitable Trust (“Swire Trust”) is a Hong Kong charity registered under section 88 of the Inland Revenue Ordinance. Its aim is to effect positive change in the areas of Education, Marine Conservation and the Arts by supporting registered non-profit organisations primarily in Hong Kong and Mainland China. Guided by the Swire group (and Swire family) motto, *Esse Quam Videri*, the Swire Trust is motivated by altruism and aims to act for the direct benefit of society and the greater good.

### About the Swire group

A highly-diversified and global corporation, the Swire group’s businesses encompass property, aviation, beverages and food chain, as well as marine services and trading & industrial activities. Its core businesses are mainly focused in Asia, with its key operations in Hong Kong and Mainland China. The Swire group’s businesses in Asia are held by the listed company, Swire Pacific Limited. For further details, please see our website [www.swire.com](http://www.swire.com)

For media enquiries, please contact:

Anita Lim

Manager Group Public Affairs

Tel: (852) 2840 8077

Email: [anitalim@jsshk.com](mailto:anitalim@jsshk.com)