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For Immediate Release

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New York Life Book Bag Library Opens for Service

The Library will benefit over 1,000 local children and their families

Hong Kong, July 19, 2010 – A Book Bag Library fully sponsored by New York Life Insurance Worldwide Ltd. (“New York Life Hong Kong”) launched last Saturday in Choi Wan Rhenish Integrated Children and Youth Services Centre. The Library provides local families with easy access to a wide selection of the highest quality hardcover children’s books and audio recordings to enhance reading skills and language acquisition.

In the opening ceremony of the Book Bag Library, Ms. Diana Kwan, Vice President and Head of Marketing and Product Development of New York Life Hong Kong said, “New York Life Hong Kong is delighted to sponsor the Book Bag Library in Choi Wan Rhenish Integrated Children and Youth Services Centre. We believe that the success of children in life depends not just on their parents or caregivers, but also on the availability of resources and environment where they grow. In alignment with our philanthropic focus – nurturing the children - we hope this library can help children cultivate a love for reading and strengthen family unit that will last a lifetime.”

The sponsorship is a key initiative of New York Life Hong Kong’s “Read Together Grow Together” Family Literacy Campaign – part of the company’s annual CSR initiative called the Global Month of Service. This campaign also includes other volunteering activities supported by New York Life Hong Kong’s staff and agents to help promote family reading.

“For over 20 years, New York Life Hong Kong has always been a company of our policyholders as well as of the community in which we operate. Just as we aim to be there every step of the way to help our customers secure financial and life protection, we are keen to pass on goodwill and knowledge onto the next generation of the city where we live. The ‘Read Together Grow Together’ Family Literacy Campaign is a result of our staff and agents’ commitment to live up to our core value – Humanity,” Ms. Kwan continued.

The Book Bag Library Program was developed by Bring Me a Book™ Hong Kong to provide workplaces and social service centres with a lending library that is easy to install and maintain.

“Since Bring Me A Book was founded in Hong Kong in 2004, we have installed 86 libraries, conducted over 200 read aloud trainings and served over 38,000 children and parents. None of this could be achieved without the support and generous contributions from donors, such as New York Life Hong Kong which is well-recognized as a caring corporate citizen and is therefore a great philanthropic partner to work with. We are thrilled to partner with such an enthusiastic team, where reading, volunteerism and community efforts combine for success!” said Ms. Pia Wong, Executive Director, Bring Me A Book™ Hong Kong.

Mrs. Josephine Yu, Chief Officer, Welfare Department, The Chinese Rhenish Church Hong Kong Synod, said in the opening ceremony, “The installation of Book Bag Library is one of this year’s important services provided to nurture our children. It has also been a fruitful experience to develop this meaningful project with commercial and community partners. We hereby heartily thank New York Life Hong Kong and Bring Me a Book™ Hong Kong for their enthusiastic support and generous sponsorship.”

The opening ceremony was followed by a reading session where volunteers from New York Life Hong Kong conducted fun games and reading activities with the children in the Centre. The children were each given a quality book donated by New York Life Hong Kong’s staff and agents as well as exquisite gifts that carry the important message of family literacy.

Fully sponsored by New York Life Hong Kong and organized by Bring Me A Book™ Hong Kong, a roadshow promoting family literacy will be held on August 21 at Plaza Hollywood in Diamond Hill. Celebrities will share their experience in reading with children during the roadshow. Reading demonstration, game booths and quiz games with fabulous prizes will also be available for families to spend a joyous and fruitful weekend.

Bring Me A Book™ Hong Kong is a non-profit organization that was founded to serve children who do not have access to quality books and who are not read aloud to on a regular basis. Bring Me a Book™ Hong Kong is an affiliate of Bring Me A Book™ Foundation founded in the United States in 1997 to promote family literacy. Through innovative library programs and read aloud training, Bring Me a Book™ Hong Kong reaches children and families in nurseries, kindergartens, community center, shelters, health clinics.

Choi Wan Rhenish Integrated Children and Youth Services Centre, a community welfare unit under The Chinese Rhenish Church Hong Kong Synod, was set up in 2002 to provide diversified and integrated youth services. The Centre aims to nurture local children and youth by encouraging their participation in healthy leisure activities.



Officiating guests at the Book Bag Library Opening Ceremony (second row, from left to right): Kora Lam, Service Supervisor (Children & Youth), Choi Wan Rhenish Integrated Children and Youth Services Centre; Pia Wong, Executive Director, Bring Me A Book™ Hong Kong; Jacqueline Ng, Chairman, Board of Governor, Bring Me A Book™ Hong Kong; Diana Kwan, Vice President and Head of Marketing and Product Development, New York Life Hong Kong; Mrs. Josephine Yu, Chief Officer, Welfare Department, The Chinese Rhenish Church Hong Kong Synod



New York Life Hong Kong volunteers and children in Choi Wan Rhenish Integrated Children and Youth Services Centre enjoyed the reading time together

About New York Life Hong Kong

New York Life Insurance Worldwide Ltd., a subsidiary of New York Life International, LLC, was established in Hong Kong in 1988 and is committed to providing its customers with a comprehensive range of life and medical insurance products and services.

New York Life International, LLC, the international arm of New York Life Insurance Company, offers insurance products through its subsidiaries and affiliates in Hong Kong, China, Taiwan, South Korea, India, Mexico and Thailand.

New York Life Insurance Company, a Fortune 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. New York Life has the highest possible financial strength ratings from all four of the major credit rating agencies. Headquartered in New York City, New York Life's family of companies offers life insurance, retirement income, investments and long-term care insurance.

New York Life Investments** provides institutional asset management and retirement plan services. Other New York Life affiliates provide an array of securities products and services, as well as institutional and retail mutual funds.

* New York Life is the largest mutual life insurance company based on the Fortune 500, ranked within industries, Insurance: Life, Health (Mutual), Fortune magazine, May 3, 2010.

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