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For Immediate Release

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New York Life Hong Kong Volunteers Create Imagination Factory for Children to Promote Family Literacy

Staff and agents join hands in decorating children's reading room at Choi Wan Rhenish Integrated Children and Youth Services Centre

Hong Kong, June 22, 2010 – A team of volunteers, made up of staff and agents of New York Life Insurance Worldwide Ltd. (“New York Life Hong Kong”), visited Choi Wan Rhenish Integrated Children and Youth Services Centre last Saturday to transform the children’s reading room into an Imagination Factory – a place that takes children into an imaginative world through reading.

In partnership with a renowned local illustrator, Mr Gary Cham, New York Life Hong Kong’s staff and agents spent their personal time renovating the Centre’s reading room, using their creativity and imagination. They painted colourful and novel characters on ceilings and walls; designed creative glass stickers; furnished the area with comfortable bean bags and cushions; as well as installed new bookshelves, tables, chairs and toy rack. The idea behind the renovation was to create an “Imagination Factory” to promote reading and spark children’s imaginative thoughts.

Anthony Mak, President and Chief Executive Officer of New York Life Hong Kong said: “I am proud to see the enthusiastic support from our staff and agents to this call for volunteers. Their voluntary efforts not only demonstrate our commitment to the community, but also disseminate the spirit of Humanity, which is a core value of New York Life.”

This volunteering service is part of New York Life Hong Kong’s annual philanthropic drive – the “Read Together Grow Together” Family Literacy Campaign – aimed at providing children with easy access to age-appropriate, quality books and encouraging family literacy as a means to nurture the bonding between parent and child. In addition to the reading room transformation project, New York Life Hong Kong has fully sponsored

the installation of a Book Bag Library in Choi Wan Rhenish Integrated Children and Youth Services Centre, to be launched in July.

“As children are future pillars of the society, youth development is always our concern and we seek ways to help them realize their potential. We believe a cozy and appealing reading place can greatly induce the motivation of both children and parents to spend quality reading time and enrich their reading experiences,” added Mr. Mak.

New York Life Hong Kong’s “Read Together Grow Together” program is, in addition, part of the company’s annual worldwide CSR initiative, called the Global Month of Service, where all New York Life operations take part in volunteer activities which support youth.

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.



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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.

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