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For Immediate Release

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## **New York Life Hong Kong Picks Father's Day for Quilt of a Hundred Families Design Competition Prize-giving Ceremony**

*Company presents cheque for HK\$100,000 to Yan Oi Tong Chong Sok Un Cancer Fund*

**HONG KONG SAR, June 21, 2009** – New York Life Insurance Worldwide Ltd. (“New York Life Hong Kong”) chose today, Father’s Day, to hold the prize-giving ceremony for winners of its Quilt of a Hundred Families Design Competition – a charity drive that encouraged Hong Kong’s primary and secondary school students to use their creativity to support families affected by cancer. New York Life Hong Kong also marked the occasion by presenting a cheque for HK\$100,000 to the Yan Oi Tong Chong Sok Un Cancer Fund.

“Today’s ceremony wraps up our ‘Global Month of Service – Supporting Youth Worldwide’ in Hong Kong, the first global volunteer initiative launched by our parent company,” said Mr. David Tam, Vice President & Co-Head of Agency, New York Life Hong Kong. “The Quilt of a Hundred Families Design Competition received more than 2,000 submissions from primary and secondary school students. It has been wonderful to see so many young people use their creative talent to support society in this way.”

Mrs. Corona Cheuk, Chairman of the Board of Yan Oi Tong added: “We are extremely grateful to New York Life Hong Kong. This competition, coupled with a very generous donation of HK\$100,000 to our charity, truly demonstrates their good corporate citizenship. New York Life’s philanthropy is tangible proof of the company’s caring spirit, and will help us to bring light into the lives of those suffering from cancer.”

Several patchwork quilts, including the winning designs and the outstanding designs from both the primary and secondary school categories were on display during the event which was held at Plaza Hollywood.

Each school category – primary and secondary – had one outright winner plus two first runners-up, two second runners-up, and 20 merit award winners. The judges based their decisions on originality, creativity and the ability to portray messages of caring and compassion. The prizes, which were in the form of book tokens, ranged from HK\$3,000 to HK\$300.

In addition, to mark Father's Day, New York Life Hong Kong arranged for members of the public to have a free health check. All participants received a free gift and entry into a lucky draw. The event included games and performances by guest singers, Ron Ng and Eunice Lee.

### **About New York Life**

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, Argentina, 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 Insurance Company 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 Investment Management LLC provides institutional asset management, retirement plans and trust 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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Please visit New York Life's Web site at [www.newyorklife.com.hk](http://www.newyorklife.com.hk) for more information.

**Photo Caption**

New York Life's Quilt of a Hundred Families Design Competition received more than 2,000 submissions. Mr. David Tam (left), Vice President & Co-Head of Agency, New York Life Insurance Worldwide Ltd., presents a cheque for HK\$100,000 donation to Mrs. Corona Cheuk (right), Chairman of the Board of Yan Oi Tong.



Guests and awardees at the Prize Presentation Ceremony of New York Life's Quilt of a Hundred Families Design Competition

