
NEWS RELEASE

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For immediate release

Hysan Inspires Youngsters' Creativity in Arts Tour

The Christmas holidays this week meant much more than the usual eating and drinking to a group of Hysan Development Company Limited volunteers, as they helped bring good cheer to a group of youngsters by means of an extraordinary arts tour. Hysan collaborated with Chung Ying Theatre Company to take 200 secondary students from Tin Shiu Wai to the home of Hong Kong's performing art. Throughout the event, youngsters were able to experience performing arts first hand and expand their knowledge on drama and stage production. Now fast becoming the norm for Hysan's corporate responsibility projects, the Company contributed not only financial sponsorship, but also manpower and expertise to make it that much more meaningful for the giver and the recipients.

The one-day tour offered plenty for the participants. In addition to a brief introduction on theatrical arts by professional stage artists acting as tour guides, students had the chance to experience the amazing lighting and sound effects in the "The Nightmare before Christmas", as demonstrated by students of School of Theatre and Entertainment Arts, Hong Kong Academy of Performing Arts and members of Chung Ying Theatre Company. Students were taken afterwards back stage and to learn stage setting techniques. After the informative backstage tour, students were asked to think out of the box and channel their creativity by using household materials, including color paper, plastic bottles, old magazines and vegetables, to make stunning theatre costumes!

After a special Christmas buffet lunch, students were taken to Hong Kong Cultural Centre and enjoyed the classic *Cyrano de Bergerac*, as performed by Chung Ying Theatre Company. A short briefing on the background was also given to help them understand more about the artistic features of this masterpiece.

Not surprisingly, the event was well received and the participants were thrilled by the eye-opening activities. It is hoped that what they learnt can help them develop further interests in drama and stage design. The youngsters were not the only ones who benefited, though. The participating volunteers were also glad that they could share the fun with the young people, and learn a few new things in this Christmas holiday.

Mark Tung, Head of Corporate Communications, Hysan Development Company Limited said, "Hysan believes in expanding the horizons of youngsters. We really enjoyed partnering Chung Ying Theatre Company, Hong Kong Academy of Performing Arts, The Young Entrepreneur Development Council, and Hong Kong Institute of Vocational Education to bring such an innovative programme to life. We are keen to build on the success of this tour and develop more programmes with our partners and enrich young minds. We will also continue to make use of our corporate responsibility programmes as platforms and work with our partners to contribute our time, energy, and resources to our community."

Hysan Development is a leading property investment, management and development company in Hong Kong with a major portfolio in high-quality office, retail and residential properties. It is the largest commercial landlord in the prime office/retail Causeway Bay district. Hysan's Ethnic Youth Enrichment Scheme (EYES) won the 2007 Best Practice Management Award for Corporate Social Responsibility.

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This press release and other corporate information can also be found at: www.hysan.com.hk or www.irasia.com/listco/hk/hysan/index.htm

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Enclosed: Photos description

Photos:

To request for high-resolution photos, please send an email to Shirley.siu@hysan.com.hk



The tour offered students opportunities to experience the stunning lighting and sound effects.



Students were excited to see the “snow” falling on Christmas Day.



Inspiration sparks imagination. See how the youngsters turned simple household materials into a unique costume.