

### **Dah Sing Charity Football Challenge successfully raised funds for Operation Santa Claus**

Supporting Operation Santa Claus (OSC) for the third consecutive year, Dah Sing Bank (DSB) hosted the “Dah Sing Charity Football Challenge” earlier at the Southorn Stadium in Wan Chai. The event concluded with great success, not only by raising funds for OSC, but also by gathering around 30 children from InspiringHK Sports Foundation to enjoy a football challenge with DSB staff. In doing so, DSB hoped to bring them an unforgettable Christmas while contributing to the society by helping the underprivileged community. InspiringHK Sports Foundation is one of the beneficiaries of this year’s OSC which is dedicated to developing underprivileged youth through sports programmes. The partnership reinforces DSB’s commitment in nurturing the young generation of Hong Kong.

Throughout the years, DSB has been committed to the key aspect of its corporate culture “Service to our customers. Service to our communities” - a reason for which DSB encourages its staff to engage with the community by participating in various community services. Through hosting the “Dah Sing Charity Football Challenge”, DSB hoped to foster trust and team spirit among its staff by giving them an unforgettable and meaningful memory around Christmas, the festive season of love and giving.

DSB staff, Nickonis Tse, and his colleagues participated in various fun football challenges with children from InspiringHK Sports Foundation. He remarked after the event, “I have been a football fan since I was a child. I am glad to have this opportunity this year to enjoy football with children from InspiringHK Sports Foundation and to bring them a wonderful Christmas. The cheering from the colleagues and children in the audience really boosted out spirit. I am grateful that my company provided us with the chance to participate in this meaningful event which helped those in need in our society.”

12-year-old Priscilla Cai Uen Yung and 9-year-old Yuki Chan Hei Ying from InspiringHK Sports Foundation were excited. They said, “We had a lot of fun today. Every football challenge was so interesting. This was our first time watching a football match up close. It was so exciting it made me want to play in the field myself. I will definitely participate again if I have the chance!”

This year marked the third consecutive year of DSB’s support to OSC. All funds generated by the “Dah Sing Charity Football Challenge” will be donated to OSC in order to help those in need in the society.

OSC is an annual charity campaign jointly organized by South China Morning Post and Radio Television Hong Kong.



Photo caption: The “Dah Sing Charity Football Challenge” which raised funds for Operation Santa Claus, concluded with great success. Two Dah Sing Bank football teams, children from Inspiring HK Sports Foundation and Dah Sing staff all showed their support for the good cause.

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