

Dah Sing Charity Football Challenge Raises Funds for Operation Santa Claus

In support of Operation Santa Claus (OSC) for the fifth consecutive year, on 16th December 2017 Dah Sing Bank (DSB) successfully hosted the “Dah Sing Charity Football Challenge 2017” at Southorn Playground, Wan Chai. The event engaged DSB staff and around 40 children aged 6-12 from the Changing Young Lives Foundation (CYLF) in a series of challenge games together to raise funds for OSC, followed by a friendly football match featuring the winning teams from DSB’s internal football competition. Every score from the challenge games and the friendly match counted contributing donations for OSC. DSB’s ongoing commitment to nurturing the younger generation lies behind its collaboration with CYLF, which supports underprivileged young people and inspires them to work towards a better life through educational and development programmes.

DSB has been operating in Hong Kong for 70 years, with an emphasis on moving forward hand in hand with the local community to achieve a better and brighter future for all. The Bank’s commitment to engaging with the communities it serves and to promoting community care is encapsulated in its brand tagline, “Together We Progress and Prosper”. DSB hosted the “Dah Sing Charity Football Challenge” with a view to give DSB staff the valuable opportunity of teaming up with underprivileged children from CYLF to compete in a series of challenge games. DSB hopes to further foster the spirit of giving among employees by providing them with this opportunity of bringing some joy and festive fun to more vulnerable members of the community during the Christmas season.

Dah Sing staff, Nickonis Tse and Steve Cheng, players of the two football teams competing in the match, were delighted to take part in the charity event. “Although it is just a friendly match, we tried our very best to score in the match, as our scores will contribute to the donation,” they said. “Apart from bringing an exciting match to our colleagues and children from CYLF, we want to share the joy of helping others with the children and motivate them to participate in charity events in the future, helping those in need in the community. “

The CYLF youngsters not only cheered DSB staff on during the exciting football match, but also teamed up with them to have fun in the challenge games. “I enjoyed Dah Sing Charity Football Challenge very much. They encouraged me to complete the challenge game because every score we gained will count towards the donation. I am looking forward to participating in such charity events again in the future,” said CYLF youngster Lee Yuen Chin.

This is the fifth year that DSB has supported OSC. All funds generated by the “Dah Sing Charity Football Challenge” will be donated to OSC to support a broad spectrum of charitable projects.

Operation Santa Claus is an annual charity campaign jointly organized by the South China Morning Post and Radio Television Hong Kong.



Photo Caption: Participating in the “Dah Sing Charity Football Challenge”, which raised funds for Operation Santa Claus, were Dah Sing Bank management, two Dah Sing Bank Football Teams, children from CYLF, and Dah Sing staff.