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## Press release

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### **AIA MPF's "LET'S WORK TOGETHER" Campaign Wins Two Honours at the PR Awards 2017 Hong Kong**

The "LET'S WORK TOGETHER" Campaign initiated by AIA Pension and Trustee Co. Ltd. ("AIA MPF") received two awards – Gold Award of "Best PR-Led Integrated Communications" and Silver Award of "Best PR Campaign – Public Awareness" at the recently held PR Awards 2017 Hong Kong.

Organised by Marketing magazine, the PR Awards 2017 Hong Kong is an annual premier event that celebrates excellence in the public relations industry. Chosen by a panel of professional judges, the PR campaigns honoured each year represent the pinnacle of excellence. The "Best PR-Led Integrated Communications" Award recognises the best integrated PR or communication campaign that has utilised at least three channels, including digital, mobile, social media, print, TV, outdoor and events, while the "Best PR Campaign – Public Awareness" is conferred on a campaign which has successfully enhanced public awareness and education.

Mr. Stephen Fung, Chief Executive Officer of AIA MPF, said, "AIA MPF is committed to advocating for equal employment opportunities and creating a more inclusive Hong Kong. "LET'S WORK TOGETHER" Campaign is evidence of the positive impact of our Corporate Social Responsibility strategy and direction, enabling us to stand out among our industry peers. In fact, it has successfully strengthened public awareness of the importance of equal employment opportunities and encouraged more corporates to support Persons with Disabilities (PWDs). I am especially glad that the campaign has brought benefits for our partner, CareER, an NGO specialising in job-matching for higher-educated PWDs, including a significant increase in the number of its members, career opportunities and successful matching cases, etc. AIA MPF will continue to step up its efforts to enhance public awareness of the challenges faced by PWDs in getting stable employment while promoting the message of equal employment opportunities in the community."

AIA MPF's "LET'S WORK TOGETHER" Campaign was launched in 2016 to rally support for the employment of PWDs by promoting equal opportunities, providing career placement support and offering employment incentives to encourage businesses to join the effort. This year, to enrich the



campaign, AIA MPF and CareER introduced the first “LET’S WORK TOGETHER” Internship Programme. The Programme had the heartfelt support of various business corporations which offered internship placements to a number of higher-educated PWDs. AIA MPF leveraged various channels, including public relations and marketing activities, to enhance public awareness, encourage greater social participation, and spread its motto of “LET’S WORK TOGETHER” to the target audience.

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