

News Release

9 June 2016

“Angry Birds” brings joy and happiness to children

Kuala Lumpur: One of the most anticipated movies of 2016, “The Angry Birds movie” hit the cinemas just in time for the school holidays and HSBC Malaysia took the opportunity to make the holidays a special one for 50 children from Rumah Kids and Yayasan Chow Kit. HSBC volunteers took the children to a special screening of the movie. With the multigenerational appeal of the movie, both the volunteers and children thoroughly enjoyed the movie and other fun filled activities.

Along with the movie screening, the children also enjoyed other activities including a workshop with the HSBC volunteers.

At the end of the movie, the children were delighted to see their favourite Angry Birds come to life in the form of mascots.

The special screening of the movie was a part of HSBC Malaysia’s recent “The Angry Birds Movie” campaign. The campaign, which will run till 30 June 2016, offers customers exciting Cash Back along with “Angry Birds” sign up gifts when they apply for HSBC credit cards.

Sony Picture Malaysia, Golden Screen Cinemas and Mid Valley Megamall are the partners of this campaign.

Rumah Kids and Yayasan Chow Kit are two renowned charities based in Malaysia.

Persatuan Rumah Kanak-Kanak Ini Di Sayangi (Rumah K.I.D.S) began its operation in 1991, to provide basic care to orphans, abused, neglected and abandoned children. Presently, Rumah KIDS shelters more than 60 children in two separate houses, in a safe and loving environment to finish their education and to empower them to lead productive lives.

Yayasan Chow Kit manages three 24-hour crisis and drop-in centres, providing meals, education and fun activities, therapy, case management, and educational programmes for at-risk children and youth of Chow Kit and its immediate surroundings in Kuala Lumpur.

HSBC Malaysia believes that it is important to be actively engaged and involved with the selected charities to create a platform for employees to volunteer their time with disadvantaged and underprivileged children.

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The Hongkong and Shanghai Banking Corporation Limited

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