

Immediate Release

Melco • Youth Outreach: Leadership for Life

Addresses Hong Kong youth problems and cultivates next generation leaders by
adventure-based counseling
expecting 1,000 youth beneficiaries in a year

(Hong Kong, June 23, 2011)- Melco Group first joins hands with Youth Outreach to launch a year-round professional Adventure-Based Counseling (ABC) project-“**Melco • Youth Outreach: Leadership for Life**” to help marginal youths establish positive life values and self-images. With the objective of combating against the recent trend of younger people with problems such as drug abuse, compensated dating and suicide, the project aims to provide an effective training platform for 150 marginal youths aged from 16 to 24 to rectify their deviant behaviours and obtain professional ABC qualifications to help serve 900 youths in a year.

Youth Outreach sees ABC as an effective intervention to many youth behavioral problems. The statistics from Hong Kong Police Force showed that last year about 7,900 youths were involved in crime of theft, assault and drug offenses. Indeed Youth Outreach has received similar cases and successfully gave positive impacts on some case clients by ABC.

Mr. Lawrence Tse, the Assistant Executive Director (Youth Development) of Youth Outreach said, “We believe ABC helps youths nurture and develop their interest while preventing them from being cultivated in negative ways. ABC is a challenging experiential learning activity that utilizes group work and self-evaluation to create a positive environment and support personal growth. In the end, the youths will build positive self-image, cohesiveness and team spirit, bringing them back to the right track.”

The project’s sole sponsor, **Melco Group** is a long-time keen supporter of charity events and highly values the thorough development of youths. Under the leadership of its **Chairman and Chief Executive Officer, Mr. Lawrence Ho**, Melco always fosters a high level of corporate social responsibility. This year, Melco makes youth development a priority among other charity pillars of environment and education. By the joint effort with Youth Outreach, Melco Group and its staff volunteer team hope this program can help the youths fully develop their potential so that they can lead full and fulfilling lives.

In the “**Melco • Youth Outreach: Leadership for Life**” project, participants are first to receive two-day intensive leadership training to increase endurance, gain confidence and learn teamwork. Youth Outreach will select youths to receive further training on professional ABC. Upon the completion of training, those received certificates of assistant trainers on ABC will organize 30 ABC events for 900 youths in the community. At this stage, the project starts to identify marginal youths for participation through outreaching service networks and school social workers.

Photo 1: The 10-story climbing wall at Youth Outreach is used for training the youth's endurance and will power.



Photo 2: "Trapeze" located at the roof of Youth Outreach building enhances the youth's self-confidence.



Photo 3: “High Wall” at Youth Outreach is mainly for building the youths’ teamwork and leadership skills.



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Organizer:

Youth Outreach, founded in 1991, mainly provides crisis intervention services to youths at risk. Its night outreaching team looks for young people who left home; reaches them before triads approaching, and refers emergency cases to receive temporary accommodation service. Youth Outreach also provides trainings for marginal youths to be ABC assistants, hip-hop dance teaching assistants or program assistants. Youth Outreach website: www.yo.org.hk.

Project Sponsor:

Founded in 1910 and listed on the Hong Kong Stock Exchange in 1927, Melco was among the first one hundred companies established in the city. Today, under the leadership of its Chairman and Chief Executive Officer, Mr. Lawrence Ho, Melco is a dynamic New Generation Asian leisure and entertainment company which sees Corporate Social Responsibility (CSR) as the core rationale of the company. Melco is a long-time keen supporter of local charity events and community services, and has established its CSR Committee since 2008, to plan and monitor the CSR projects and direction of the Group based on three core charity pillars, namely, Youth Development, Green Environment and Education, ultimately promoting staff to participate in various CSR campaigns. Last year, Melco received the “5 Years Plus Caring Company Logo” from the Hong Kong Council of Social Service as well as the “Best CSR Award” from *FinanceAsia*. In the year, over 170 staff volunteers participated in more than 30 programs, benefiting more than 16,000 people in need. For more information and details of Melco’s CSR accomplishments and 2011 CSR goals are available at the corporate website: www.melco-group.com.

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