

Immediate Release

Environmental Play Project's Forest School Opens for 2,600 Preschool Children to Enjoy Playing Outdoors in the Nature

(Hong Kong, 14 March, 2013) – Playright Children's Play Association ("Playright"), an organization committed to providing play service to children and parents, has received support and sponsorship from **Melco International Development Limited** ("Melco" or "Melco Group"), a dynamic leisure and entertainment company in Asia, to expand the Environmental Play Project (the "Project") for three more years through a ground-breaking initiative – Forest School. The School will enable around 2,600 preschool children to connect with the environment by natural means in their childhood.

Over the past three years, the Project has successfully introduced Environmental Play – unstructured play in the natural environment – to 12,000 children, parents and professionals who work with children, such as teachers and social workers, through three types of programs: family outings, community play days and professional training held in various local parks.

The Project, now into its fourth year with sponsorship and volunteer participation from Melco, launches Hong Kong's first Forest School as an innovative approach to outdoor play for around 2,600 preschool children, with the notion of Environmental Play as a crucial factor influencing the development of life-long conservation values and the holistic development of children.

In the company of **Playright's Executive Director Ms. Kathy Wong, Mr. Ngan Man-yu, District Council Member of Kwun Tong District Council, Mr. Clarence Chung, Executive Director of Melco Group, and Ms. Sophia Chan, Vice President of the College of Education Alumni Association of the University of Hong Kong**, officiated the opening of Forest School at Jordan Valley Park on last Friday, March 8. During the Opening Ceremony, they rang the school bells to unveil the school name and mark the commencement of Forest School.

At the Ceremony, Ms. Kathy Wong said, "We are thankful to have Melco's

long-term support. Such staunch support helps us sustain and develop the Project for another three years. Together with the venue support of Leisure and Cultural Services Department, recently we had conducted several trial runs of Forest School play lessons and received tremendous positive feedback from schools. To date, nearly 80 kindergartens have pre-registered to receive the lessons, and we expect more to join the Project and to help us connect the computer generation with nature.”

Following the ceremony, Melco volunteers joined Playright’s playwork staff to organize a play lesson with various interesting activities, including sliding down a grassy slope with a bamboo basket, for 30 students of Ling Liang Church Kindergarten. The participated students had great fun and learnt to embrace the nature.

Ms. Sophia Chan, also the principal of Ling Liang Church Kindergarten, said, “Although our school have organized various outdoor activities for our students, nothing is on a par with Forest School which enables our students to get that close to the nature – having the pleasure from smelling a leaf, spinning a stick, running on grass...The students had enjoy the lesson and gained first-hand knowledge about the nature.”

For Melco, its sponsorship to the Project is entirely in sync with its core pillars of Corporate Social Responsibility – Youth Development and The Environment. Melco volunteers who have participated in the Project found the play activities very rewarding and their effort in organizing the activity has paid off.

Both Playright and Melco believe that the Forest School will help lay the foundation for building our next generation’s responsibility and habits of caring for the environment. The Project will last three years and targets to serve 80 kindergartens in Hong Kong. Schools and the public are welcome to visit www.playright.org.hk to find project detail and learn some interesting ideas for playing with children.

Photo 1: Back row, from Left to Right: Mr. Ngan Man-yu, District Council Member of Kwun Tong District Council, Mr. Clarence Chung, Executive Director of Melco Group, Ms. Kathy Wong, Playright's Executive Director and Ms. Sophia Chan, Vice President of the College of Education Alumni Association of the University of Hong Kong, rings the school bell to begin the first class of Forest School.



Photo 2: Mr. Clarence Chung, Executive Director of Melco Group, (Left) and Ms. Kathy Wong, Playright's Executive Director, (Right) appreciate Kwun Tong District Council's support of Environmental Play Project.



Photo 3: Students from Ling Liang Church Kindergarten slid down the grassy slope excitedly.



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About Playright

Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a charity organization that seeks to enrich the life of every child through quality play. We make a difference in the lives of children by encouraging them to play. We further seek to demonstrate to parents, teachers, policy makers and the public at large that quality play is vital if the full range of the child's developmental and other needs is to be successfully met. Website: www.playright.org.hk

About Melco International:

Founded in 1910 and listed on the Hong Kong Stock Exchange (HKEx) in 1927, Melco International Development Limited ("Melco International") is one of the first 100 corporations in Hong Kong. Today, under the leadership of Chairman and CEO Mr. Lawrence Ho, Melco International has found new energy and direction as a dynamic company that leads the field in the leisure and entertainment sector in Asia, and regards corporate social responsibility (CSR) as a core value of the Group. Last year, the Group, for the first time, received the Hong Kong Corporate Citizenship Label by the Hong Kong Productivity Council and the Corporate Social Responsibility Award 2012 by Capital Monthly and Capital Weekly. For the CSR achievements of Melco International and CSR objectives, see CSR Report on our website: www.melco-group.com.

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