

The Pin Day Appeal in support of World Sight Day raises a record HK\$3,000,000

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For the last 3 years, ORBIS Hong Kong marked the World Sight Day in the healthcare calendar by organizing a series of increasingly successful Pin Day Appeals. On Sunday 8th October, this year's ORBIS Pin Day Appeal Awards Ceremony proved to be the biggest and best yet. In all some 30,000 individuals and 373 local organizations helped to raise a total of HK\$3,000,000 in support of ORBIS's worldwide sight-saving mission. This sum easily exceeded the HK\$2,400,000 ORBIS supporters raised during the organization's 2005 Pin Day Appeal.

The list of distinguished guest speakers on hand to support ORBIS was a lengthy one. It included Miss Susie Ho, JP, Deputy Secretary for Health, Welfare and Food; Dr Alvin Kwok, President of the Hong Kong Ophthalmologic Society; and legendary local superstar, Mr. Eason Chan, ORBIS Sight Ambassador.

In her speech, Miss Ho emphasized the importance of eye-care for local people. The government official later joined with Dr. Kwok and Mr. Chan in knocking down a tower of bricks symbolizing major causes of blindness worldwide with an ORBIS Pin-Pin mascot hammer.

Speaking earlier in the day, ORBIS Regional Development Director, Asia, Mr. Paul Forrest outlined how ORBIS donors' generous support had made a genuine difference to the lives of the preventable blind.

The undisputed highlight of the day came when Mr. Chan returned to the stage to present commemorative plaques and prizes to the 2006 Pin Day Appeal Award Winners.

Special mention went to Standard Chartered Bank (Hong Kong) Limited who walked away with the coveted "Organization With The Most Participants" Award for the third successive year.

"The encouraging turn out for today's Pin Day Appeal Awards Ceremony showed Hong Kong people's growing concern for not only their eyesight, but also the plight of the preventable blind worldwide", said Mr. Forrest. He went on to encourage everyone who had not yet donated HK\$100 to the Appeal to obtain an ORBIS Eye Care Pin and wear it with pride on World Sight Day on Thursday 12 October.