



## Community Outreach

Our proud tradition of community service and charity sponsorship was again recognised in 2010, with the Group being named Caring Company by the Hong Kong Council of Social Service and KMB being given the Award of Excellence by The Community Chest of Hong Kong.

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### COMMUNITY SPONSORSHIP

The Group regularly sponsors and participates in community programmes such as the New Territories Walk for Millions, Dress Special Day and the Corporate Challenge Half Marathon organised by The Community Chest of Hong Kong, in the Earth Partner programme organised by Friends of the Earth (HK), and in other events and activities organised by the Government, environmental groups, charities and professional groups.

In addition to industry-improvement campaigns and social awareness initiatives, the Group also sponsored various sporting and cultural events in 2010. Beneficiaries included the Hong Kong Sports Stars Awards, the Hong Kong Management Association Quality Award, the Hong Kong Awards for Industries, the Distinguished Transport Lecture Series of the University of Hong Kong, the Outward Bound Hong Kong Corporate Challenge, the Green Power Hike and the Volunteer Movement of the Social Welfare Department.

KMB's efforts in responsible corporate citizenship were recognised with the Tai Po District Civic Education Outstanding Enterprise Award for 2009-2010.



The Group's subsidiary, RoadShow Holdings Limited ("RoadShow"), holds the "5 Years Plus Logo" in the Caring Company Award, organised by the Hong Kong Council of Social Service, in recognition of its ongoing commitment to outstanding corporate citizenship. RoadShow continues to support a wide range of charities by broadcasting community service messages and charity appeals on its Multi-media On-board systems installed on public buses.

## FRIENDS OF KMB

Founded in 1995, FRIENDS OF KMB, KMB's volunteer club, has a history of promoting social service, environmental protection and civic education. In 2010, its members from all walks of life voluntarily contributed over 14,000 hours of their time to community service. In addition to volunteering at children's homes and centres for the elderly and participating in various charity and environmental protection initiatives, FRIENDS OF KMB launched two new volunteer campaigns in 2009-10. To promote civic education and green living, a new service programme called "KMB Junior EP Workshop" was run in partnership with The Boys' and Girls' Clubs Association of Hong Kong ("BGCA"). To promote the spirit of "Good Passengers, Good Citizens", FRIENDS OF KMB also organised the "KMB Junior School" campaign with BGCA. FRIENDS OF KMB members visited BGCA centres in Hong Kong Island, Kowloon and the New Territories, telling children aged between six and twelve about bus history, road safety and their civic duties. More than 700 children participated in the event, and the outstanding performance of 28 participants was recognised at the graduation ceremony. In addition, a new project "Hong Kong, My New Home" was organised with the International Social Service Hong Kong Branch to assist new arrivals to Hong Kong. This project was named Champion in the 2009-10 Best Corporate Volunteer Service Project Competition organised by the Social Welfare Department. Since its inception 15 years ago, FRIENDS OF KMB has run up more than 100,000 hours of voluntary service. It received further recognition when it was first runner-up in the Highest Service Hour Award 2009 (Private Organisation – Best Customer Participation) organised by the Social Welfare Department.

## REACHING OUT TO PASSENGERS WITH SPECIAL NEEDS

The Group continues to provide support for events organised for passengers with special needs. On Senior Citizens' Day, 21 November 2010, KMB and LWB offered free rides to passengers aged 65 and over. To mark International Day of Persons with Disabilities, KMB and LWB provided disabled people and their escorts with free bus services on 21 November 2010.

The Group continues to invest in features which facilitate the travelling needs of our passengers with special needs. All new buses feature super-low floor step-free entrances, a wheelchair space, and a non-slip handrail near the entrance to guide passengers with special needs. The liquid crystal display ("LCD") destination display panels at the front of buses employ large letters, characters and numbers for easy visibility. In addition, KMB's entire fleet is equipped with the Electronic Bus Stop Announcement System, which delivers voice announcements in Cantonese, English and Putonghua as well as displaying the name of the next bus stop.

KMB and LWB participate in the Working Group on Access to Public Transport by People with Disabilities together with representatives from the Transport Department, other public bus operators and organisations for the disabled.

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Two graduates from KMB's "Junior Bus Captain School"