

18 March 2015

FOR IMMEDIATE RELEASE

**CAFÉ DE CORAL LAUNCHES "SKIP-A-MEAL FOR 30 DAYS" PROGRAMME
FOR THE SECOND YEAR
CONTRIBUTES \$10 FOR EVERY CUSTOMER PARTICIPATION**

Café de Coral Group today (18 March) announced that it will launch for the second year the "Skip-A-Meal for 30 Days" programme with new arrangements aiming to encourage more customers and its staff to make a donation through a simple act.

From 19 March to 17 April, Café de Coral fast food customers may donate a full or half portion of "Baked Thick-Cut Pork Chop with Cheese & Rice" during lunchtime. This year, Café de Coral Group will make a donation of HK\$10 for every customer participation in addition to offering a free drink. All donation will be used to support World Vision's food security and development projects to help children in hunger.

Besides making a donation, one may also support the programme by joining the "Donate Myself" initiative. People may "donate" half of their facebook cover photo to promote the "Skip-A-Meal for 30 Days" programme by using an application designed by the Group which is available on Café de Coral Fast Food's facebook fanpage (www.facebook.com/CafedeCoralfastfood).

Speaking at the press conference today, Sunny Lo, Chief Executive Officer of Café de Coral Group said, "We were glad to see the good result achieved last year. With the new arrangements, we hope that more customers and staff will partake in the programme in order to raise even more donation."

According to Kevin Chiu, CEO of World Vision Hong Kong, "Globally 800 million people - every one in nine people - live in hunger every day. Though it sounds serious, it is not impossible to resolve the issue with concerted efforts. In just last year, the number of people living in hunger has reduced by some 30 million. We are so grateful that Café de Coral is organising the "Skip-A-Meal for 30 Days" programme again this year to raise funds to support World Vision's food security and development projects around the world."

The charity meal is priced at \$36. For full-meal donation, \$36 will go to World Vision and for half-meal donation, \$18 will go to World Vision while the participant may enjoy half portion of the meal. Participating customers will be offered a free drink.

The programme will also be conducted at Café de Coral Group's staff cafeteria *Café 100* during the same period to facilitate staff participation.

The "Skip-A-Meal for 30 Days" programme is one of the Group's efforts to contribute to the community under the "care for the underprivileged" focus. With its extensive network, the Group hopes to engage its customers to foster a "caring" culture in the society.



Café de Coral Group's Chief Executive Officer Sunny Lo (middle), Group General Manager Anita Lo (second from the left) and World Vision Hong Kong's Chief Executive Officer Kevin Chiu (second from the right) call for support to the "Skip-A-Meal for 30 Days" programme.



In addition to offering a free drink, this year, Café de Coral Group will make a donation of HK\$10 for every customer participation to support World Vision's food security and development projects to help children in hunger.



Café de Coral fast food customers may donate a full or half portion of “Baked Thick-Cut Pork Chop with Cheese & Rice” during lunchtime to support the programme.



Customers are encouraged to support the “Skip-A-Meal for 30 Days” programme and donate a full or half portion of a designated meal - *Baked Thick-Cut Pork Chop with Cheese & Rice*.



High resolution photos can be downloaded from the following link from now until 10pm, 17 April:

<ftp://220.241.37.210/FTP>

Login: ccd Password: ccd2014

About Café de Coral Group

Café de Coral Group was incorporated in 1968 and is now one of the world's largest restaurant and catering groups. It engages in diversified businesses including quick-service restaurants, specialty restaurants, institutional catering, student catering, food manufacturing and distribution with more than 400 operating units in Hong Kong, Mainland China and Macau. Brands under the Group include Café de Coral fast food, The Spaghetti House, Oliver's Super Sandwiches, spaghetti 360°, Cooking MaMa 360, Super Super Congee & Noodles, Mixian Sense, Mixian Site, Asia Pacific Catering, Luncheon Star, MIX, espressamente illy (Hong Kong), Shanghai Lao Lao, Ichigyo Sushi, Lane Noodles, etc.

For further information, please contact:

Alison So

Manager (Corporate Communications), Café de Coral Group

Tel: 2601-8482

Email: alisonso@cafedecoral.com