

[FOR IMMEDIATE RELEASE]

Hong Kong China Rugby Applauds KELY Support Group's Successful Youth Outreach Service at the 2024 Cathay/HSBC Hong Kong Sevens

Hong Kong, [8 April 2024] – Hong Kong China Rugby (“HKCR”), the organiser of the Hong Kong Sevens, commends the remarkable efforts of the KELY Support Group (“KELY”) in their youth outreach service, SOSKELY, for the 11th year at the prestigious sporting event, which has been successfully held between 5-7 Apr 2024. KELY is a Hong Kong-based non-profit organisation dedicated to empowering young people, and has demonstrated their commitment to the wellbeing of attendees by providing vital support and spreading crucial harm reduction messages.

Throughout the 2024 Cathay/HSBC Hong Kong Sevens, KELY team members and dedicated volunteers embarked on a mission to promote responsible behaviour and ensure the safety of young individuals attending the event. Sweeping through the higher stands from end to end, their presence was felt as they distributed free water and shared valuable harm reduction messages.

The impact of KELY Support Group's outreach service is evidenced by the following statistics:

- **Almost 600 New Instagram Followers Gained:** SOSKELY’s engagement with the youth community were reflected in the substantial increase of its Instagram followers. This digital platform served as an avenue for them to continue promoting a culture of responsible decision-making even beyond the event.
- **20 Intoxicated Youth Assisted:** SOSKELY’s alcohol-free service tent proved to be a vital resource for those in need, as they successfully provided assistance and support to 20 intoxicated youth by offering a safe space and appropriate care.
- **1,550 Litres of Water Distributed:** Recognising the overwhelming heat and the potential for dehydration, especially after consuming alcoholic drinks, the SOSKELY team and dedicated volunteers distributed a staggering 1,550 litres of water. Their proactive approach in quenching the attendees' thirst and raising awareness about the importance of hydration was met with gratitude and appreciation.
- **300 Youth Engaged and Rested at the Chill Out Zone:** Approximately 300 youth took advantage of the dedicated chill out zone, allowing them to take a break from the Hong Kong Sevens frenzy. The Chill Out Zone featured bean bags for youth to lean on and rest, as well as fun games to enjoy and play against their friends.
- **2,500 Souvenirs with Harm Reduction Messages Distributed:** The SOSKELY team went above and beyond, distributing 2,500 wristbands, stickers, and tattoo stickers imprinted with harm reduction slogans. These souvenirs serve as constant reminders for young individuals to make healthy choices and prioritise their wellbeing.

The testimonials received from the youth themselves further emphasise the positive impact of SOSKELY's efforts. One of the youths at the event said, “I have known SOSKELY for three

years and you guys are always at the Sevens. Thank you for being here to save our lives and giving us a space to rest when we need and that's the reason I brought my friends over. We hope to see SOSKELY again in the next HK7s."

Mr Robbie McRobbie, Hong Kong China Rugby CEO, stated, "Hong Kong China Rugby deeply appreciate the outstanding work of SOSKELY in assisting and empowering youth during the Hong Kong Sevens. Their dedication to creating a safe environment allows everyone to enjoy this fantastic sports event. The collaboration with KELY Support Group exemplifies the spirit of community engagement, and we are proud to be associated with their impactful initiatives.

"We extend our heartfelt appreciation to the KELY team, who, through their dedication and commitment, ensured the safety, well-being, and positive experience of young people attending the Hong Kong Sevens. Their invaluable contribution to the event and the community at large is commendable and reflects the spirit of collaboration and support that the tournament represents."

Miss Cindy Ng, Senior Manager of Programmes and Services of KELY Support Group, expressed her gratitude, stating, "We would like to extend our heartfelt appreciation to Hong Kong China Rugby for their longstanding support of KELY's work. The Hong Kong Sevens has provided us with an incredible platform to serve and engage with the youth community. It is through the collaboration between KELY Support Group and Hong Kong China Rugby that we are able to make a positive impact on the lives of young people.

"In our line of work, we can see that more and more youth are taking to consuming alcohol as a way to cope with stress and negative emotions. We do hope that by spreading these harm reduction messages, they will be more willing to find healthy and positive ways to relieve their mental health struggles."



KELY team members and dedicated SOSKELY volunteers gathered at the Hong Kong Sevens to serve and promote harm reduction messages to young people attending the event..



The SOSKELY team and volunteers went around the higher stands of the Hong Kong Stadium to distribute water to young individuals attending the event.



The outreach service reminds young people to stay hydrated amidst the hot weather and heated atmosphere at the Hong Kong Sevens.



Around 300 youth took advantage of SOSKELY's alcohol-free Chill Out Zone over the three-days event.

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About Hong Kong China Rugby

Established in 1952, HKCR is the governing body for rugby in Hong Kong and a full member of World Rugby and the Sports Federation & Olympic Committee of Hong Kong, China. Over the past 70 years HKCR has built a reputation in the international sports sector for innovation, excellence, community engagement and exemplary governance. HKCR has a history of delivering world class events, including two Bledisloe Cups, a British & Irish Lions match, and the iconic Cathay/HSBC Hong Kong Sevens. Please visit hkrugby.com for more information.

About KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based nonprofit organisation whose mission since 1991 is to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. We envision a world where young people are empowered to reach their full potential. We collaborate with schools and various partners to offer programmes to Chinese- and English-speaking youth between the ages of 14 and 24 around our three core focus areas: Mental Health & Wellbeing, Drug and Alcohol Awareness, and Positive Youth Development. Please visit kely.org for more information.