

## MARKETING-INTERACTIVE



## Golin extends pro-bono PR help to Hong Kong NGO

SIMON YUEN / 10 JUNE 2021



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Golin Hong Kong has inked a new pro-bono partnership with the Hong Kong based NGO, "Branches of Hope". The partnership will see Golin supporting Branches of Hope as it raises awareness of asylum seekers, refugees and victims of human trafficking in Hong Kong.

The scope of the project will include strengthening awareness and engagement of two of the NGO's programs - Stop Trafficking of People (STOP) and Refugee Opportunity and Development (ROAD). This will be conducted through a robust program of media relations, social media and creative content.

Jane Morgan, managing director at Golin Hong Kong and APAC DEI committee lead, said the partnership comes at a time when inclusion has never been more important. "Here at Golin, we are fortunate to be in a position where we can leverage our expertise in public relations to bring attention to the struggles of the most marginalized people within our city. We are honored to work with an organisation that improves the wellbeing of the less fortunate, and we hope to use our expertise to engage the community and ensure that everyone can receive the resources and attention they need," Morgan added.

Roy Njuabe, head of ROAD at Branches of Hope, added, "The challenges of the pandemic have led to very real difficulties for everyone in the city, but this has been even more apparent in the refugee community. We remain dedicated to helping improve the lives of some of Hong Kong's most vulnerable people. We are very much looking forward to furthering our work with Golin and, with them, helping to give a voice to the voiceless."

Golin has also previously done pro-bono PR work for The Women's Foundation, Mind HK and their joint youth initiative

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with KELLY Support Group, Cool Minds. Golin Hong Kong has also supported Mind HK's "Move It For Mental Health" campaign in February 2019 and 2020, and also organised the "Putting Mental Health on the Table" in-office event to fundraise for Mind HK, while encouraging colleagues to initiate conversations about stress and anxiety.

Additionally, on an annual basis, Golin and its offices around the world celebrate "Al's Day", the birthday of Golin's founder Al Golin, by participating in charitable service and giving back to local communities.

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