

For Immediate Release

All of ME

Ethnic minority youth speaks out against stereotypes through photo exhibition

(Hong Kong, 22 January 2016) – KELY Support Group (KELY) proudly presents *All of ME* – a photo exhibition representing 35 Hong Kong's ethnic minority youth's sense of self, experience of life and stereotypes.

All of ME is a highly personal and honest portrayal into the identities of ethnic minority youth in Hong Kong: how people perceive them, versus who they really are. Exhibiting 54 photographs, *All of ME* gave a rare opportunity for young people from ethnic minority backgrounds - 35 participants from KELY's *Moody's RiseUp* programme - to speak up: on discrimination, self-identity, confidence, friendships, loneliness, emotional wellbeing and fears – the systemic barriers and discrimination that are often faced by the ethnic minorities in Hong Kong.¹

Developed by KELY and funded by **The Moody's Foundation**, *Moody's RiseUp* is a youth development initiative which aims to help Hong Kong's ethnic minority youth build resilience and life skills to increase access to socio-economic capitals. Youth participants are encouraged to see different perspectives and express their own life experience in Hong Kong through a creative medium. Since April 2015, *Moody's RiseUp* has provided 35 students, aged 15 to 17, from **St. Margaret's Girls' College, Hong Kong** an opportunity to explore important life goals through group mentorship, while exploring self-identity and awareness through developing technical skills in photography.

Mr. Noah Berliner, Managing Director of Sales and Customer Service, Asia Pacific of Moody's says: "*Moody's is proud to be working with KELY, supporting young people, developing life skills and helping teenage Hong Kongers from ethnic minority backgrounds to express themselves.*"

Dr. York Chow Yat-Ngok, Chairperson and **Mr. Raymond Ho Wing-Keung**, Senior Equal Opportunities Officer (Ethnic Minorities Unit) of the Hong Kong Equal Opportunities Commission (EOC), **Mr. Noah Berliner** from Moody's and **Ms Frances Tong**, Principal of St. Margaret's Girls' College, Hong Kong have been invited to be the officiating guests of the exhibition launch on 22 January 2016. *All of ME* will be held at The Jockey Club Creative Arts Centre (JCCAC) throughout 22 to 28 January 2016.

All of ME Photo Exhibition

Opening Launch: 22 January, 2016

Time: 2:30 pm - 4 pm

Venue: Gallery L0, Jockey Club Creative Arts Centre,
30 Pak Tin St, Shek Kip Mei

Media Contact:

Ms. Victoria Wong, Communications and Development Coordinator

Tel: 2521 6890 or 9773 6226

Email: victoriawong@kely.org

¹ Kapai, Puja & The Zubin Foundation, "Chapter 2: Language, Integration, Identity and Belonging", *The Status of Ethnic Minorities in Hong Kong, 1997 to 2014*, 2015

About KELY Support Group

KELY Support Group (KELY) is a non-government funded bilingual organisation which provides empathetic, non-judgmental, confidential and inclusive support to youth between the ages of 14 to 24 in Hong Kong.

Our mission is to empower young people through non-judgmental peer support to make informed choices in reaching their potential.

Our programmes and services focus on drug and alcohol prevention and intervention and are specially designed to tackle the root causes of misuse, including boredom, peer pressure, lack of self-awareness, low self-esteem, poverty, unemployment, and discrimination. This includes:

- Prevention & Harm Reduction
 - School-based drug and alcohol education
 - Long-term capacity building and life skills training
 - Harm reduction and outreach
- Advocacy
- Intervention

At KELY, we serve three communities of youth. They are:

Chinese-Speaking - Youth from low socio-economic background with low self-esteem who may be facing drugs and/or alcohol abuse, and may not be receiving adequate support services.

Ethnic Minority - Youth from low socio-economic background with low self-esteem who may be facing drugs and/or alcohol abuse and issues relating to discrimination and integration, and are not receiving culturally relevant support services.

Non-Chinese Speaking - Youth suffering from low self-esteem who may be facing drugs and/or alcohol abuse and issues relating to discrimination or integration, and may not be receiving culturally relevant support services.

kely.org

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The Moody's Foundation is proud of the work it does in education, mathematics, economics and finance, health and human services, arts and culture, civic, as well as economic development. We sponsor employee-oriented giving programs and support Moody's corporate philanthropy.