

[FOR IMMEDIATE RELEASE]

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

Hong Kong, 3 April 2025 – Hong Kong China Rugby (“HKCR”), the organiser of the iconic Hong Kong Sevens, proudly celebrates the 12th successful year of its partnership with the **KELY Support Group** (“KELY”) at the **Cathay/HSBC Hong Kong Sevens**. This collaboration highlights KELY's exceptional **SOSKELY** youth outreach service. This year's event, held for the first time at the newly inaugurated Kai Tak Sports Park from 28-30 March 2025, saw KELY continue its dedicated efforts to ensure the wellbeing of attendees by providing essential support and promoting critical harm reduction messages.

A New Era at Kai Tak Sports Park

Hosting the Cathay/HSBC Hong Kong Sevens at the Kai Tak Sports Park for the first time marked a significant milestone. The new venue provided enhanced experience for all attendees, with modern facilities and ample space for various wellbeing initiatives. The KELY team, aided by a cadre of dedicated volunteers, embarked on a mission to promote responsible behaviour and safeguard the welfare of young attendees. Their visible presence included an alcohol-free chill-out zone and a safe space for youth, enhancing the event's inclusive environment.

Wellbeing and Support Initiatives

This year, over 50 volunteers were mobilised, contributing more than 420 hours of service. Rigorous pre-event training ensured that they were equipped to maintain the organisation's ethos of non-judgemental support and commitment to the care of young people. The wellbeing of young people was a top priority, with several impactful outreach achievements:

- **Hydration Initiative:** Approximately 3,500 cups of water, equating to 875 litres, were distributed. This proactive hydration effort was critical, especially for those who had consumed alcohol, helping to prevent dehydration.
- **Engagement and Awareness:** The SOSKELY team engaged around 1,500 participants in their interactive areas and distributed 2,700 souvenirs bearing messages encouraging hydration. These efforts serve as ongoing reminders for young people to make health-conscious decisions.
- **Intervention Aid:** SOSKELY assisted 6 intoxicated youths in need of help and referred them to the on-site first aid support. The team particularly focused on areas on the stadium's 5th floor, where many young attendees gather.

Community Feedback and Leadership Comments

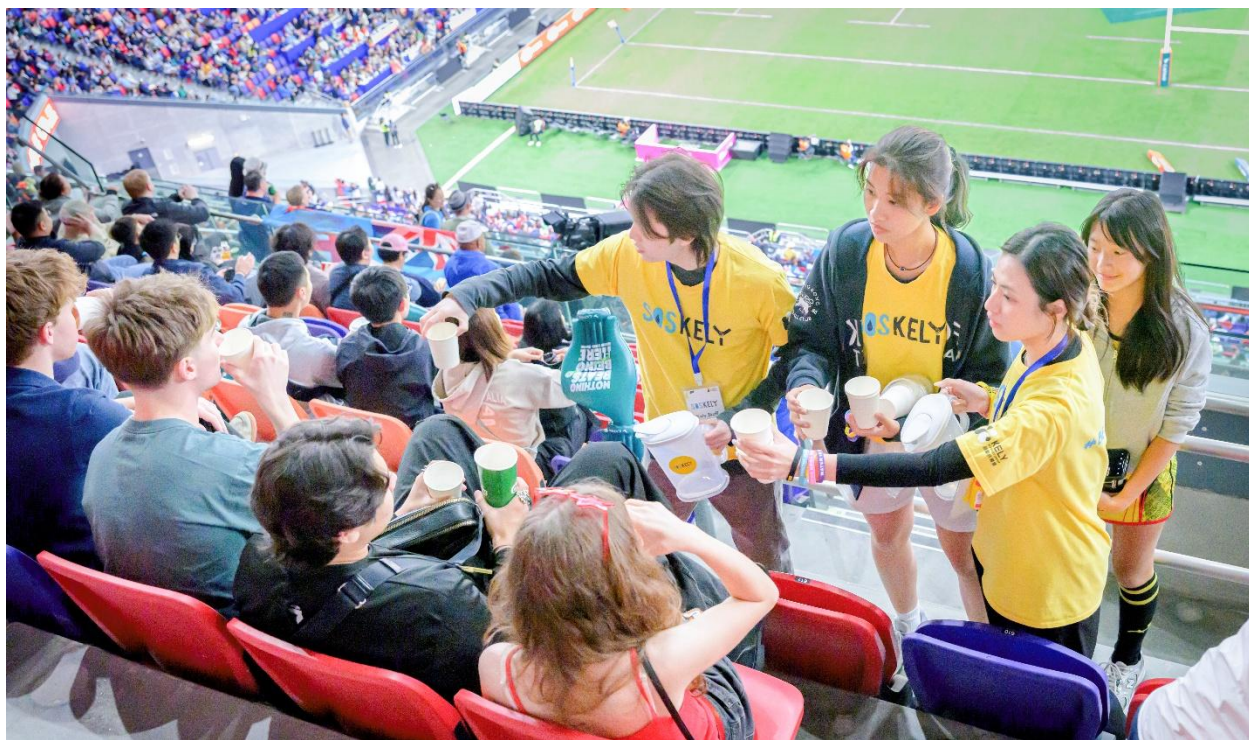
One young attendee noted, "They are just like our friends, taking care of us and providing water. I appreciate the big tent outside the stadium. It's a bit far but very welcoming. I still have their wristband from last year."

Godi Li, Deputy Director of KELY Support Group, stated, "We are profoundly grateful for Hong Kong China Rugby's continued support. The Hong Kong Sevens has given us a fantastic platform to reach and positively influence the youth community. Our joint efforts help us make a significant difference in young people's lives, particularly as we address the increasing trend of alcohol consumption among youth as a coping mechanism for stress and emotional challenges."

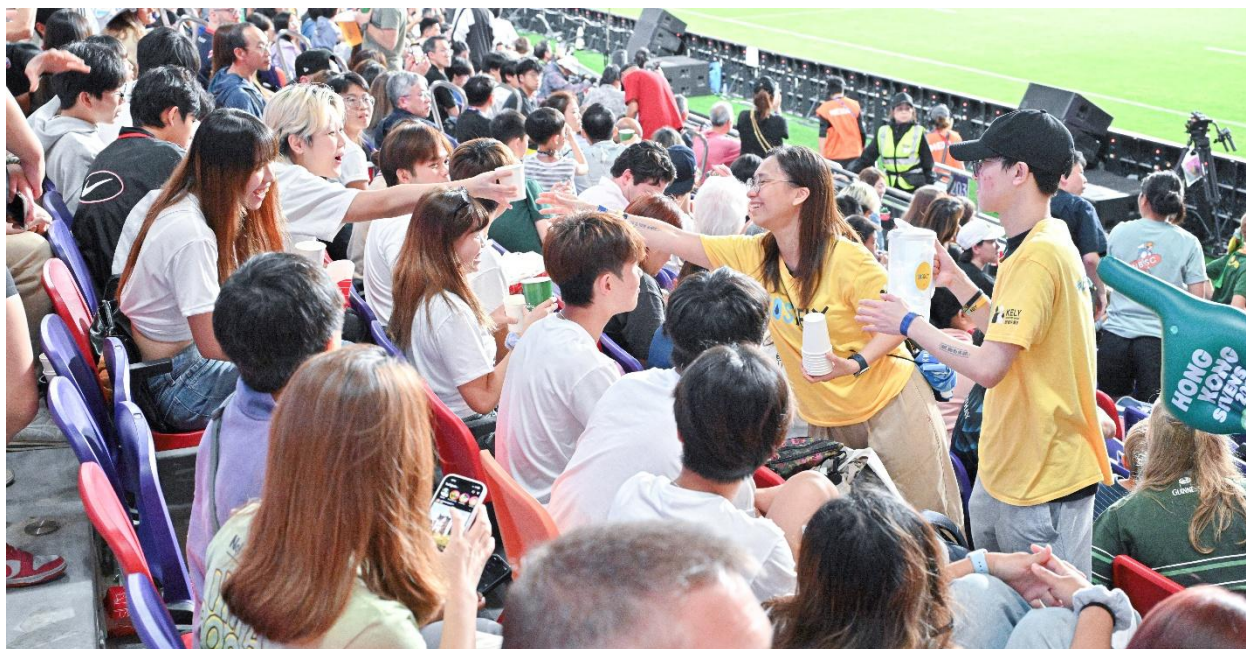
Michael Kerrisk, General Manager of Rugby Events at Hong Kong China Rugby, added, "We really appreciate the outstanding work of SOSKELY during the Cathay/HSBC Hong Kong Sevens. Their dedication and commitment significantly enhance the safety, wellbeing and overall experience of young attendees – while helping to create an environment that allows everyone to enjoy the event. The collaboration with KELY Support Group exemplifies the spirit of community engagement and support that the Sevens embodies, and we are proud to be associated with their impactful initiatives."



The SOSKELY volunteers included a diverse group of university students, professionals, parents, and teachers, exemplifying the community's collective support for young people.



The SOSKELY team and volunteers walked around the higher stands of the stadium to distribute water to young individuals attending the event.



SOSKELY volunteers were seen moving through the crowds with a sense of purpose to assist youth who may be in need.



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Please find and download high-resolution photos at: <https://bit.ly/soskely2025-hk7s>

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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.