



[FOR IMMEDIATE RELEASE]

## **Hong Kong China Rugby And KELY Support Group Celebrate 13 Years Of Successful Partnership In Youth Outreach At Cathay/HSBC Hong Kong Sevens 2026**

**[Hong Kong, 23 April 2026]:** Hong Kong China Rugby (HKCR), organiser of the Cathay/HSBC Hong Kong Sevens, and KELY Support Group (KELY) continued our long-standing collaboration at the weekend's 50th Anniversary edition of the tournament at Kai Tak Stadium. The partnership is dedicated to ensuring the wellbeing of young attendees at the event by providing essential support and promoting critical harm reduction messages.

### **Enhanced Presence: New Service Desks Drive Greater Youth Engagement**

To further optimise effectiveness at the venue, SOSKELY introduced two additional service desks on Level 5 of the stadium. This strategic expansion from the 2025 provision made the team more approachable, allowing them to engage directly with youth in high-traffic areas. By positioning services closer to the heart of the action, SOSKELY was able to reach young people more effectively and distribute vital resources.

### **Wellbeing and Support Initiatives: 2026 Impact Data**

Over the three-day tournament, a 60 strong outreach team, comprising SOSKELY staff and 41 volunteers was mobilised, contributing a collective total of 464 service hours. Rigorous pre-event training ensured that the entire team was equipped to uphold the organisation's ethos of non-judgmental support and commitment to youth care.

Key achievements included:

- **Hydration Initiative:** Approximately 5,300 cups of water (1,325 litres) were distributed, a significant 51.4% increase (450 litres) over last year. This proactive hydration effort was critical in preventing dehydration, especially among those who had consumed alcohol.
- **Engagement and Awareness:** The SOSKELY team engaged 4,857 participants across our interactive chill-out zones and service desks. The team distributed 6,750 souvenirs featuring messages such as "It's okay to take a break" and "Look out for your squad," successfully demonstrating the "prevention-to-referral" SOSKELY outreach model.



- Intervention Aid: SOSKELY assisted four intoxicated youths, providing immediate care and referring them to on-site first aid. The placement of two dedicated service desks on Level 5, a primary gathering point for young fans, allowed the team to focus their support where it was needed most.

### **Community Feedback and Leadership Comments**

One young attendee noted, "The vibe at the Level 5 desk is amazing! It's so much easier to find them this year right where the action is. They don't just give out water; they actually listen and make us feel like we belong here. It's great to have a spot in the stadium that feels totally safe and chill."

Louis Hou, Executive Director of KELY Support Group, stated, "We are deeply grateful for Hong Kong China Rugby's unwavering support over the past 13 years. This partnership provides a vital platform at the Hong Kong Sevens, which allows our outreach team to engage with youth closely and directly. By distributing water and promoting alcohol-free activities, we aim to raise awareness of binge drinking risks and provide practical harm reduction. We remain committed to ensuring every young attendee has access to a safe, supportive, and non-judgmental environment."

Michael Kerrisk, General Manager of Rugby Events at Hong Kong China Rugby, added, "We are really pleased with this continued collaboration, and thank the KELY Support team for their diligent planning and delivery across the three-day weekend. With a record crowds at this year's anniversary edition, we are delighted that the work carried out by KELY Support and their proactive teams of volunteers, helped ensure that we had low and manageable levels of incidents related to alcohol."

### **ENDS**

For further information, please contact KELY Support Group directly:

Wendy Cheng  
Assistant Manager, Communications and Development  
+852 2521 6890 | +852 6302 6672 | [wendycheng@kely.org](mailto:wendycheng@kely.org)

Chris Lam  
Senior Manager, Communications and Development  
+852 2521 6890 | +852 6468 5277 | [chrislam@kely.org](mailto:chrislam@kely.org)



## **NOTES TO EDITOR**

### ABOUT HONG KONG CHINA RUGBY

Established in 1952, Hong Kong China Rugby (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.

### ABOUT THE CATHAY/HSBC HONG KONG SEVENS

Established in 1976 and organised annually by Hong Kong China Rugby, the Hong Kong Sevens is the world's premier international sevens event. Since 1999, the Hong Kong Sevens has been a part of World Rugby's HSBC SVNS Series.

### ABOUT KELY SUPPORT GROUP

KELY Support Group 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 core focus areas: Mental Health & Wellbeing, Drug and Alcohol Awareness, and Positive Youth Development. Please visit [www.kely.org](http://www.kely.org) for more information.

## **PHOTOGRAPHY**

Please find and download high-resolution photos at: <https://bit.ly/HK7s-2026>



*SOSKELY volunteers alongside KELY Support Group board members and staff, exemplifying a collective community commitment to supporting young people*



*The SOSKELY team engaged 4,857 participants at our interactive chill-out zones and service desks, distributing 6,750 souvenirs to encourage health-conscious decisions and hydration*



*SOSKELY's new service desks on Level 5 allowed SOSKELY volunteers to connect directly with young fans in the stadium's busiest areas*