

## Press Release

**Disney “Big Hero 6” Gala Premiere  
Playright as the beneficiary organization  
Fully supported by Victoria Charitable Trust Fund  
Show the care to children with special needs**

(9 Dec 2014, Hong Kong) Playright Children’s Play Association (Playright) has mission to advocate children’s play. With the main sponsorship by Victoria Charitable Trust Fund, Playright has organized the first Gala Premiere on 5 Dec 2014 (Sunday). Representatives from Victoria Charitable Trust Fund, Disney and other sponsors have come to show their support. Celebrities including Kong Chun On, Joyce Lee, Winnie Young, Isabella Kou, Carrie Chiu, Engina Lau & Peter Cheung, Denis Ng and Colleen Lau have joined with their children to enjoy the Disney “Big Hero 6” and present their cares to the play needs of children with special needs.




Dr Maggie Koong, the honorary adviser of Playright’s fund raising committee, said that the play activities of children with special needs have always been neglected. Whenever these children are studying at school, at home or in the center, they have to be trained and practice a lot that they don’t even have time to play. “Actually, children with special needs are just like typical children who also need to play.” said Dr Maggie Koong. Playright has launched related project to cater for these children for years. However, the development has been hindered because of the lack of resources. This gala premiere has been initiated to raise more funds, so that more children could benefit and enjoy their play in childhood.

Playright’s care for children with special needs is similar to the rationale of Victoria Charitable Trust Fund. Victoria Charitable Trust Fund is originated from the Victoria Educational Organization which aims at developing and nurturing the students to become caring, local citizens by showing empathy, compassion and respect towards the needs and feelings of others. Through various activities arranged by Victoria Charitable Trust Fund, students have learnt to know more about community and present their care to others at young ages. At this gala premiere, Victoria Charitable Trust Fund has invited over 100 children and their family members from Heep Hong Society to meet with the students from Victoria at the tea party. Altogether they would enjoy the gala premiere and present the card of appreciation to each other.

Disney 3D animation, the “Big Hero 6” would be on screen on 18 December 2014.

Adapted from MARVEL Comics, it is an action-packed comedy-adventure about the special bond that develops between Baymax , a plus-sized inflatable robot , and prodigy Hiro Hamada. When a devastating event befalls the city of San Fransokyo and catapults Hiro into the midst of danger, he turns to Baymax and his close friends. Determined to uncover the mystery, Hiro transforms his friends into a team of high-tech heroes called Big Hero 6

The main sponsor of this gala premiere is Victoria Charitable Trust Fund. The venue sponsor is Multiplex Cinema Ltd. Diamond sponsor is Delphin. 3D glasses sponsor is real 3D. Playright would like to acknowledge their support wholeheartedly.

	<p>1. Vice president of Playright Children’s Play Association Mr K.F. Ho (2<sup>nd</sup> from left) presented the souvenir to Principal Maggie Koong (3<sup>rd</sup> from left), the representative of the main sponsor, Victoria Charitable Trust Fund.</p>
	<p>2. Disney Big Hero 6 could not be a success without the full support from all the sponsors.</p>
	<p>3. Children couldn’t wait for the Hero to come.</p>

	<p>4. Disney presented every audience with a lovely Baymax.</p>
	<p>5. Victoria Charitable Trust Fund has arranged a tea party for the gathering with children from Heep Hong Society.</p>
	<p>6. Ms Nancy Tsang (3rd from left), Director of Heep Hong Society presented the souvenir to the Principal Maggie Koong (4<sup>th</sup> from left), representative Victoria Charitable Trust Fund.</p>
	<p>7. Children presented each other with gifts too.</p>

Hyperlink for photo

[https://drive.google.com/folderview?id=0B9yixtVH3r\\_eSmVMbW1jMi1VWk0&usp=sharing](https://drive.google.com/folderview?id=0B9yixtVH3r_eSmVMbW1jMi1VWk0&usp=sharing)

**About Playright**

Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a charity organization that seeks to enrich the life of every child through quality play. We make a difference in the lives of children by encouraging them to play. We further seek to demonstrate to parents, teachers, policy makers and the public at large that quality play is vital if the full range of the child's developmental and other needs is to be successfully met. Through our four strategically related areas – Advocacy, Play Resources, Play Outreach and Play Environments – we are helping to unlock the full potential of children.

Playright believes that every child needs to play, no matter they are typical or special. In order to cater the play needs of children with special needs, we have worked with different organization by introducing play sessions at school and organizing workshop to parents, care taker and professional in related discipline. Under the condition of lacking of resources, the beneficiaries of playright's service are limited to 641 in 2013-2014, while the number of children with special needs under age 18 is 16,000.

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