



Officiating guests lined up mosquito nets with cups of coffee at the Kick-off Ceremony of "2014 Nothing But Coffee" Fundraising Campaign

2,000 CUPS OF HEARTWARMING COFFEE GIVE HOPE AND SAVE LIVES

JCI HONG KONG "2014 NOTHING BUT COFFEE" FUNDRAISING CAMPAIGN KICK-OFF CEREMONY

A one-of-a-kind campaign in support of "Nothing But Nets" of the United Nations Foundation.

Being in Hong Kong, have we ever imagined that every 45 seconds, a child dies in Africa because of malaria? Every year, malaria kills nearly one million people, mostly infants and pregnant women. Not only does malaria cause millions of deaths but also induce huge economic loss. US\$12 billion of loss is incurred in African countries each year as a result.

To fight malaria in Africa, "2014 Nothing But Coffee" Fundraising Campaign, initiated by JCI Hong Kong and hosted by JCI Hong Kong Jayceettes, was launched. We are proud to have this opportunity to partner with Pacific Coffee Company, one of the major coffee chains in Hong Kong, sponsoring 2,000 coffee vouchers to JCI Hong Kong for charity sale. The voucher is sold at HK\$100 each, which includes a cup of heartwarming freshly brewed coffee and a mosquito net donated to Nothing But Nets.

On 5 May 2014, the fundraising kick-off ceremony was held at Pacific Coffee Emporium at Kingston Street, Causeway Bay in Hong Kong. The campaign aims to raise fund by selling

2,000 cups of coffee in April and May, and the fund will be donated to the United Nations Foundation for the "Nothing But Nets" initiative for purchasing and transportation of mosquito nets to African families, and educating them about the correct use of the nets to prevent malaria infection.



Pacific Coffee Company Marketing Senior Manager Ms. Vingie Poon (left) represented Pacific Coffee to donate 2,000 cup of coffee to "2014 Nothing But Coffee" for charity sales.

Over 100 people attended this kick-off ceremony, including 10 local media outlets. In the ceremony, all officiating guests lined up and connected mosquito nets with a coffee logo, symbolizing the whole idea of "2014 Nothing But Coffee" Fundraising Campaign with the care and prompt actions of the public to donate mosquito nets that can save African children and families from malaria.

The officiating guests of the kick-off ceremony include JCI Hong Kong National President Mr. Johnny Kwan, JCI Vice President Mr. Altanbagana Shiituu, Pacific Coffee Company Marketing Senior Manager Ms. Vingie Poon, UNESCO Hong Kong Association President Professor Patrick Lau, SBS, JP, campaign ambassadors Ms. Lisa Cheng and Ms. Janelle Sing, JCI Hong Kong Jayceettes President Ms. Carol Yeung and Organizing Committee Chairlady Ms. Susanna Lam.

For the success of this campaign and kick-off ceremony, we express our deepest gratitude to the many local businesses, community partners, JCI Hong Kong local organizations and their members who gave their support.



Applaud! Full house at the Kick-off Ceremony of "2014 Nothing But Coffee" Fundraising Campaign

ACKNOWLEDGEMENTS

Coffee Sponsor:
Pacific Coffee Company

Gold Sponsor:
Ample Surveyor Services Limited

Bronze Sponsor:
B. Braun Medical (H.K.) Ltd.
HKJC Foundation

**Supporting Organization
(Venue Production):**
Root Production Ltd.

Supporting Media:
Dynamix
HKSME FOCUS

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THE THOUSAND YEAR PLAGUE - MALARIA

The philanthropist Bill Gates once ranked mosquitoes as the animal species that takes more human lives than any other species. Mosquitoes take human lives by spreading malaria, a disease caused by the parasite Plasmodium. In 2012, malaria infected 207 million, among them 600,000 lost their lives eventually.

Malaria has been written record for several thousands. Only after the discovery of quinine do human have an effective weapon to fight malaria. Prevention, which includes use of mosquito killing bed nets, has been effective in controlling malaria. Bed nets can reduce infections in an area by up to 90 percent. Efforts around the world are working to eradicate malaria one day.



Cheering from JCIHK President Senator Johnny Kwan (left), JCI Vice President Senator Altanbagana Shiituu (middle) and JCI Hong Kong Jayceettes President Carol Yeung (right).



Drum performers from Arica performed African traditional music.



Charity Ambassadors Lisa Cheng (second Left) and Janelle Sing (second right) showed their supports to "2014 Nothing But Coffee".



Gold Sponsor - Ample Surveyor Services Limited Director Mr. Nathan Lee (middle) received certificate of appreciation and "Nothing But Coffee" Tee from the organizer.



ABOUT JCI AND THE UNITED NATIONS FOUNDATION "NOTHING BUT NETS"

Since 2003, JCI has dedicated itself to promoting and fulfilling United Nations Millennium Development Goals (UN MDGs) in all communities around the world. In 2008, JCI and the United Nations Foundation founded "Nothing But Nets" to fight malaria through a series of educational promotion and fundraising activities. More than US\$2.3 million is raised through "Nothing But Nets" throughout the years.



Sponsors, supporting organizations and supporting media contributed a lot to "2014 Nothing But Coffee"

ABOUT JCI Hong Kong

Junior Chamber International Hong Kong (JCIHK) (formerly named as "Hong Kong Junior Chamber"), inaugurated in 1950, is affiliated with the worldwide leadership development organization - The Junior Chamber International (JCI). JCI has a worldwide membership of over 200,000 and more than 100 countries around the world.

In Hong Kong, we have about 1,800 members representing a network of highly motivated and forward looking young men and women who are mostly entrepreneurs or executives from a wide range of trades and businesses. The members are between the age of 18-40 from 19 local chapters, who make full use of their leisure hours to work for the betterment of the community and themselves.