

Press Release

**BOCHK Charitable Foundation fully supports  
the launch of the world's first-ever Global Geoparks iBook Series**

BOCHK Charitable Foundation joins hands with the Association for Geoconservation, Hong Kong (“AGHK”) again to launch the world’s first-ever *Global Geoparks iBook Series*. This iBook Series, available for free downloading at [www.hkr2g.net/ibook](http://www.hkr2g.net/ibook), allows the public to better understand the global geoparks and earth sciences through an interactive electronic platform. The Agriculture, Fisheries and Conservation Department of the Hong Kong Special Administrative Region (“HKSAR”) Government provided professional assistance to the iBook Series.

The *Global Geoparks iBook Series* consists of three informative iBooks on the Global Geoparks of China, the Hong Kong Global Geopark of China, as well as the history of the Earth and evolution of life through vivid images and videos. Details are as follows:

1. The Global Geoparks of China (in both Chinese and English) – introduce the characteristics and geological features of China’s 29 global geoparks.
2. The Hong Kong Global Geopark of China (Chinese and English in separate versions) – introduce the different aspects of Hong Kong Geopark, from its geological, ecological and cultural heritage to the local facilities, geotourism, and educational activities.
3. Prehistoric Stories (Chinese and English in separate versions) – introduce the history of the Earth and evolution of life.

This iBook Series has brought together the efforts of the HKSAR Government, financial institution and non-governmental organisation in promoting the global geoparks in the Mainland of China and Hong Kong to the world through online interactive channels.

Bank of China (Hong Kong) is committed to undertaking its corporate social responsibility. Over the years, through the BOCHK Charitable Foundation, the Bank actively participates in a diverse range of charitable activities in Hong Kong and the Mainland of China, with a view to supporting the sustainable development of the environment and society.

Following the establishment of the two-year exhibition of Hong Kong Global Geopark of China – Prehistoric Story Room pioneered at the landmark building, Bank of China Tower, and the launch of the first-ever Global Geopark E-Classroom, the Bank joins hands with AGHK again to introduce this iBook Series. All of these initiatives contribute to promoting the global geoparks in the Mainland of China and Hong Kong as well as geoconservation.

#### **About Association for Geoconservation, Hong Kong**

Association for Geoconservation, Hong Kong (“AGHK”), established in 2006, is a charitable institution of a public character recognised by the Hong Kong Government. At present, it has over 1,600 members with the executive committee members being all volunteers. AGHK aims at promoting the importance of geoconservation, popularising earth science knowledge and facilitating sustainable geotourism and ecotourism. In addition to recurring geoconservation works (include promoting the Code for Rocks Appreciation, organising talks and seminars and initiating the volunteers working as Rock Cleaning Angels), the Association also comments on conservation policies and strictly monitors development plans and works which would affect Hong Kong’s landform and geology. Moreover, AGHK has been sparing every effort in promoting the geopark objectives by setting up the Lai Chi Wo Geoheritage Centre and Kat O Geoheritage Centre as well as organising Geopark and Geotourism conferences. In 2010, the Association had pioneered the Recommended Geopark Guide (R2G) system to encourage existing guides to enhance their skills and knowledge and to be in line with international standards.

#### **About BOCHK Charitable Foundation**

Bank of China (Hong Kong) Limited (“BOCHK”) is a leading listed commercial banking group and one of the three note issuing banks in Hong Kong. With over 260 branches, more than 600 ATMs and other distribution channels in Hong Kong, BOCHK and its subsidiaries offer a comprehensive range of financial products and services to personal and corporate customers. In addition, the BOCHK Group (comprising BOCHK, Nanyang Commercial Bank and Chiyu Banking Corporation) and its subsidiaries have 41 branches and sub-branches in the Mainland of China to provide cross-border banking services to customers in Hong Kong and the Mainland. BOCHK is appointed by the People's Bank of China as the Clearing Bank for Renminbi business in Hong Kong. On 13 July 2010, BOCHK was authorised as the Clearing Bank of RMB banknotes business for the Taiwan region.

BOCHK is committed to upholding its corporate social responsibility. Over the years, through the BOCHK Charitable Foundation, BOCHK actively participates in a diverse range of charitable activities to share its success with the communities it serves. These initiatives cover education and culture, sports and arts, environmental protection, as well as social welfare and assistance to the needy in Hong Kong and the Mainland of China.

#### **Media enquiries**

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