



For Immediate Release

## Swire Properties' "Books for Love @ \$10" Launches Online Bookshop In-Person Charity Book Sale Postponed to 25 June – 3 July

**13 April 2022, Hong Kong** – Swire Properties' popular annual charity book sale, "Books for Love @ \$10", is launching its first-ever online bookshop from 16 May to 16 June. Meanwhile, the event's in-person book sale, which was originally scheduled in April will be postponed, due to the current pandemic situation.

The online bookshop will mainly feature books for children and young persons, and all books will be sold at a standard price of HK\$10 each. More details will be announced shortly.

The "Books for Love @ \$10" in-person book sale will be rescheduled to 25 June to 3 July, from 12 noon to 8 pm. The nine-day event will be held at ArtisTree and Berkshire House, Taikoo Place in Quarry Bay. The extended period for the book sale will allow more book lovers to browse and buy their favourite books at HK\$10 each.

"Books for Love @ \$10" is now in its tenth run since 2009. To celebrate this milestone, Swire Properties will be launching a special offer of "Buy 10 for 11" for all book lovers. Also, the Company has teamed up with 10 illustrators who will be showcasing their inspiring illustrations on our Facebook and Instagram pages.

We launched a large-scale book recycling drive in January this year, calling for the donation of books from the public via 44 books collection points throughout Hong Kong. Thanks to everyone, the Company has now collected over 300,000 books. Volunteers will be sorting and categorising the books for sale.

In line with Swire Properties' focus on sustainability and building close-knit communities, the Company also seeks to foster literacy and the spirit of giving with this special event. This year, Swire Properties and its partners are launching a "Gift a Book" programme, where the general public are invited to purchase book coupons online, which the organisers will help donate to under-privileged students.


Thousands of volunteers support the book sorting, processing, distribution as well as sale activities for the charity book sale every year. If anyone would like to help volunteer, please contact the Agency for Volunteer Service at 2546 0694 or email [hkcv@avs.org.hk](mailto:hkcv@avs.org.hk) for details.

Sponsored by Swire Properties, "Books for Love @ \$10" is co-organised by the Swire Properties Community Ambassador programme, the Boys' and Girls' Clubs Association of Hong Kong (BGCA) and the Agency for Volunteer Service (AVS). It is one of Swire Properties' biggest and most popular charity




campaigns, and proceeds from the charity sale will go towards supporting the “Treasure Trove” project led by BGCA, and volunteering services by AVS.

**2022 Books for Love @ \$10**

<b>Duration for online bookshop</b>	16 May to 16 June 2022
<b>Duration and location for in-person book sale</b>	25 June to 3 July 2022 <ul style="list-style-type: none"> <li>• ArtisTree (1/F Cambridge House, Taikoo Place)</li> <li>• Suite 404-407,4/F Berkshire House, Taikoo Place</li> </ul>
<b>Facebook</b>	<a href="#">Books For Love</a>
<b>Instagram</b>	booksforlovehk

Photo	Caption
	<p>The in-person book sale for Books for Love will be postponed to the period of 25 June to 3 July, and will be extended as a nine-day event.</p>
	<p>The in-person book sale for Books for Love will be postponed to the period of 25 June to 3 July, and held at Taikoo Place in Quarry Bay.</p>

**Sponsors, organising partners and beneficiary organisations:**

<p>Main sponsor:</p> 	<p>Swire Properties develops and manages commercial, retail, hotel and residential properties, with a particular focus on mixed-use developments in prime locations at major mass transportation intersections. Swire Properties is listed on the Main Board of the Stock Exchange of Hong Kong and its investment portfolio in Hong Kong comprises Taikoo Place, Pacific Place, Cityplaza and Citygate. The Company's completed portfolio in Hong Kong comprises approximately 15.8 million sq ft (approximately 1.5 million sqm) of space.</p> <p>In the Chinese Mainland, Swire Properties has six completed mixed-use developments in Beijing, Shanghai, Guangzhou and Chengdu. They include Taikoo Li Sanlitun and INDIGO in Beijing, HKRI Taikoo Hui and Taikoo Li Qiantan in Shanghai, Taikoo Hui Guangzhou and Sino-Ocean Taikoo Li Chengdu. INDIGO Phase Two in Beijing and Taikoo Li Xi'an are currently under development. The Company's completed portfolio in the Chinese Mainland comprises approximately 14 million sq ft (approximately 1.3 million sqm) of space.</p> <p>In addition to Hong Kong and Chinese Mainland, the Company has investments in the United States, Indonesia and Vietnam.</p>
<p>Co-organisers:</p> 	<p>Guided by our philosophy of building integrated communities, Swire Properties established our Community Ambassador Programme in 2001 to support the community by bringing together stakeholders with different skillsets and resources.</p> <p>Over the last two decades, Swire Properties' Community Ambassador Programme has continued to grow. Other than employees of Swire Properties and their families, we also encourage our industry partners, tenants, customers as well as other community organisations to take part in our activities. Through dynamic and innovative partnerships, we provide volunteer services to meet the needs of society under our goal, "Together We Build Communities".</p>
	<p>Founded in 1936, the Boys' &amp; Girls' Clubs Association of Hong Kong (BGCA) is one of the longest-serving local non-government organisations dedicated to the welfare of children and youth.</p> <p>Our mission to achieve a balanced and happy environment for the nurturing and growth of our young - physically, intellectually and emotionally, with our focus on "Nurture the Young, Create the Future".</p> <p>BGCA currently delivers services in Hong Kong through over 174 service points and reaches over 129,000 people this year, including over 80,000 members, thus pursuing of "BGCA All The Way".</p>

	Website : <a href="http://www.bgca.org.hk">www.bgca.org.hk</a>
	<p>Founded in 1970, AVS is a non-profit charitable organisation dedicated to playing a proactive and pivotal role in the promotion of sustainable volunteerism for building a caring community. It also serves as a hub for volunteers and develops partnerships with all sectors of the community to provide value-added and quality volunteer service and a caring society.</p> <p>Website : <a href="http://www.avs.org.hk">www.avs.org.hk</a></p>

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