

PR098/17
10 November 2017

New “Art in MTR” Exhibition Raises Public Awareness over Poverty

Heartfelt expressions of empathy and care for underprivileged members of the community radiate from a new “Art in MTR” exhibition which will open tomorrow (11 November 2017) and run until 19 November 2017 at Entrance/Exit J of MTR Central Station. Visitors to “The Hong Kong Church Network For The Poor Oct 17 Fast A Meal 2017 Arts and Photography Competition Exhibition” can see more than 20 prize-winning drawings and photos from a competition that aims at increasing the awareness over the problem of deprivation in Hong Kong.

Organised by The Hong Kong Church Network For The Poor (HKCNP), the competition raised funds for the HKCNP “Child Development Fund Mentorship Program”, of which MTR Corporation is one of the sponsors, to offer underprivileged children with upward mobility opportunities to address the problem of intergenerational poverty. The competition drew an overwhelming response from students and members of the public, with more than 800 drawings and photos received.

“We are honoured to support this meaningful event by providing a platform for students and community members to focus more attention on the hardship that the disadvantaged suffered. The creative drawings and documentary-style photos on display serve as a powerful means to visualise some of the challenges facing our city and provide a great opportunity for the public to have a better understanding of the seriousness of the poverty problem,” said Ms Linda So, Corporate Affairs Director of MTR Corporation.

“The Hong Kong Church Network For The Poor Oct 17 Fast A Meal 2017 Arts and Photography Competition Exhibition” is the latest art exhibition under the “Art in MTR” programme under the Community Connect platform of MTR Corporation. “Art in MTR” has been a popular platform for aspiring artists, designers and talented individuals in the creative industries to showcase their works to the community. The objective of this programme is to enhance passenger’s travelling experience through easy access to different art elements including live performances, short-term art exhibitions and permanent displays of art pieces.

- End -

About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.6 million passenger trips are made on a normal week day. Another 5.6 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

About "Community Connect"

"Community Connect" is the Corporation's platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they've been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities' futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.

Photo Caption:

Prize-winning drawings and photos by students and members of the public shine a spotlight on the issue of poverty in the latest "Art in MTR" exhibition entitled "The Hong Kong Church Network For The Poor Oct 17 Fast A Meal 2017 Arts and Photography Competition Exhibition" which can be seen near Entrance/Exit J of MTR Central Station from tomorrow (11 November 2017) to 19 November 2017.

