

New World Development launches new COVID-19 initiative

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New World Development will start to produce high-quality medical face masks in a variety of distinct colours from mid-April in Hong Kong

In an effort to safeguard the health and well-being of the local community in Hong Kong in the fight against COVID-19, Adrian Cheng, Executive Vice-chairman of New World Development (NWD or "the Group"), will install 35 "Mask To Go" dispensers at designated non-governmental organisations (NGOs) in all 18 districts across Hong Kong.

These masks are exclusively designed and made in Hong Kong, and feature in a variety of distinct colours. The dispensers will begin to operate by the end of April, coinciding with NWD's two local mask production lines which start to produce medical face masks from mid-April.

Two additional mask production lines will commence in May 2020. The Group expects to produce more than 7 million medical face masks per month when all production lines run at full steam.

NWD will partner with eight NGOs in the first phase of the "Mask To Go" distribution programme, which is expected to benefit more than 40,000 people in low-income communities throughout Hong Kong, serving in particular the elderly, disabled, children and those most vulnerable in society.

Eight NGOs participating in this initiative include: Evangelical Lutheran Church Social Service, Lutheran Church, Society for Community Organization, St. James' Settlement, The Boys' and Girls' Clubs Association of Hong Kong, The Hong Kong Young Women's Christian Association, The Neighbourhood Advice-Action Council, and The Salvation Army.