

FOR IMMEDIATE RELEASE



Filling summer breaks with art and boosting the confidence of underprivileged youngsters in Sham Shui Po

Sheraton Hong Kong Presents: “Dare to Dream” Youth Portrait Exhibition

Workshops: Until 15 August (Saturdays, 2.30pm – 5pm)

Touring Exhibition: (1) Hong Kong Cultural Centre Foyer (21 – 27 Sep)

(2) Sheraton Hong Kong Hotel & Towers (29 Sep – 11 Oct)

One in five children in Hong Kong live in poverty, with many facing emotional and social instability, low self-esteem and a lack of ambition. While children from higher-income families enjoy access to a wide range of extra-curricular summer programmes that boost their confidence at school, those from less privileged backgrounds often miss out.

This summer, Sheraton Hong Kong Hotel & Towers (Sheraton) and Hong Kong Youth Arts Foundation (HKYAF) are providing 14 six- to nine-year-old underprivileged children from The Hub Hong Kong Children and Youth Centre (The Hub) in Sham Shui Po a meaningful, summer multi-faceted arts experience for free: “Dare to Dream”. The programme is designed to offer youngsters from one of the poorest districts in Hong Kong the opportunity to learn about art and be creative. Using movement, photography and illustration, the young participants will be encouraged to imagine their brightest futures and map out how to achieve their dreams.



The final portraits decorated with young artists’ illustrations depicting their dreams will be exhibited at the Hong Kong Cultural Centre Foyer (21 – 27 Sep) and Sheraton Hong Kong Hotel & Towers (29 Sep – 11 Oct).

In a five-week series of workshops, almost 40 Sheraton staff volunteers, along with professional HKYAF artists, dancer Kwok Ka-yuen, illustrator Kiki Cheung and photographer Cheung Chi Wai, are guiding seven boys and seven girls from The Hub to depict their dreams and goals. Through role play, improvisation, drawing and photography, the youngsters are giving voice to their dreams – some of which include to captain a ship, to be a bread maker, to be a car engineer – and are creating inspiring individual self-portraits that merge movement, illustration and photography.

Vancy Pang, Service Manager of The Hub said, “Between the ages of six to nine, children are at their most impressionable stage. Because of their family backgrounds and lack of experience, the children who come through our centre are often shy to talk about themselves and don’t think they have a right to have a bright future. Programmes like this can play a huge role in helping these children become more confident, and encourage them to broaden their perspective on what they can do with their lives.”

Lindsey McAlister, Founder and Artistic Director of the Hong Kong Youth Arts Foundation added, “Art is a great tool for working with children who may not be good at language or may have weaker social skills. With art, children don’t have to verbalise their thoughts, they can use other channels of expression, like body language or drawing. Summer is also the best time to run these workshops. It gives children something meaningful to do, and

provides a space where they are free from academic pressure. Seeing their artwork displayed in public exhibitions will also give them a big boost of confidence just as the new school year begins.”

Believing that “Life is better when shared”, **Sheraton Hong Kong Hotel & Towers** has been a close partner of HKYAF over the past 16 years offering free art programmes for disadvantaged and underprivileged young people. Under their brand philosophy, “Warm, Connected, Community”, staff have generously volunteered their personal time to help out with our projects. The enthusiasm and warmth that Sheraton volunteers bring to the workshops is hugely important to the participants – fostering their self-esteem and helping them to tackle with the difficulties they face in their daily lives with a positive attitude.

Workshops are currently taking place, with final sessions on Saturday 8 and 15 August (2.30pm – 5pm) at The Hub Children and Youth Centre, 1st Floor, Greenrich Mansion, 100 Castle Peak Road, Sham Shui Po. We warmly invite media to come along. Please RSVP to Amanda Chan (amanda@hkyaf.com).

Notes to Editors

Sheraton Hong Kong Presents: “Dare to Dream” Youth Portrait Exhibition

Workshops: Until 15 August (Saturdays, 2.30pm – 5pm)

Touring Exhibition: (1) Hong Kong Cultural Centre Foyer* (21 – 27 Sep, 9am – 10pm)

(2) Sheraton Hong Kong Hotel & Towers, 3/F (29 Sep – 11 Oct, 10am – 10pm)

Opening ceremony & press event: 29 Sep, 4.45pm – 5.15pm at Sheraton Hong Kong

Free admission, no ticket required

Suitable for all ages

Enquiries: sasha@hkyaf.com / 2214 0280

*This event is presented under the rental subsidy scheme of the Leisure & Cultural Services Department

Hong Kong Youth Arts Foundation

Hong Kong Youth Arts Foundation (YAF) www.hkyaf.com is a charity that provides high quality, non-competitive arts experiences for young people aged 5 to 25. Established in 1993 by Lindsey McAlister, OBE, YAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year we reach over 800,000 young people through our projects, exhibitions and performances.

Sheraton Hotels & Resorts

[Sheraton Hotels & Resorts](http://www.sheraton.com) is on a mission to bring people together through communal experiences because we believe that travel is better when shared. As the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., Sheraton helps guests make connections at more than 430 hotels in more than 75 countries around the world through signature offerings such as the exclusive Sheraton Club lounge and Paired, our new menu of expertly matched small plates, premium wines and craft beers. The brand recently launched [Sheraton 2020](#), a comprehensive 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton, like all brands within the Starwood portfolio, is proud to offer the Starwood Preferred Guest® program, the industry’s leading loyalty program. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and [facebook.com/Sheraton](https://www.facebook.com/Sheraton).

The Hub Hong Kong Children and Youth Centre

The Hub Hong Kong www.thehub.hk.org is a foundation established to give children who are experiencing difficult circumstances an equal opportunity to become valuable members of the community.

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