



PRESS RELEASE

Hong Kong's First Organ Donation Octopus Helps Promote Organ Donation Culture

(Hong Kong, 23 October 2013) The “**Rotary Organ Donation Octopus**”, launched by Octopus Cards Limited (OCL) and Rotary International District 3450 (Hong Kong Macau and Mongolia) this June as Hong Kong's first Octopus to promote organ donation, has received enthusiastic market reception. Amid staunch public support reflected by the rapid sell-out soon after its official launch, the second batch of the special purpose Octopus is now available from 23 October onwards at new sales channels.

The “Rotary Organ Donation Octopus” is an innovative product that leverages the wide applications of Octopus among Hong Kong citizens to promote a better understanding and appreciation of the organ donation culture among the community. The move is aimed at heightening public awareness and participation in the meaningful cause of organ donation.

The card, which comes with tailor-made and attractive butterfly graphics of organ donation as authorised by the HKSAR Department of Health, is now purchasable at six designated shops of Tom Lee Music Co. Ltd. and OCL's Online Shop (www.octopus.com.hk) in both beige and blue card faces at HK\$35 each. The elder version of “Rotary Organ Donation Octopus” will also be available this November at the above-listed sales channels.

In recent years, active promotion by the government and various social service groups has seen the registration number in the Centralised Organ Donation Register on the rise, at 135,000 as of September 2013. However, this register rate is still considerably low, accounting for only 1.78% of Hong Kong's total population, or only 4.3 donors per one million population. This compares unfavourably with other Asian and advanced countries such as Singapore (4.8 donors), Korea (5.8 donors), the United States (26 donors) and Spain (35 donors). It also underscores the need for wider public education and active promotion to fill the shortage of organ donors, in meeting the vast demand for organ transplants in Hong Kong.

Holders of the “Rotary Organ Donation Octopus” are encouraged to register as organ donors at the Centralised Organ Donation Register of the Department of Health. They are also recommended to express their will to their families and friends to help realise their wishes, as in suitable circumstances, to offer needy patients a new chance at life.

Mr. Sunny Cheung, Chief Executive Officer of Octopus Cards Limited, said, “Octopus is very pleased to participate in and support this very worthy cause, by integrating Octopus' popularity and pervasiveness among Hong Kong citizens with the important mission and spirit of unconditional love behind organ donation. Through the “Rotary Organ Donation Octopus”, we believe Hong Kong people will be made more aware of the importance and urgency of organ donation, leading to wider participation in voluntary organ donation in the times ahead.”

Mr. Kenneth Wong, Past Governor of Rotary International District 3450 and Chairman of the Steering Committee on Organ Donation of the District, welcomes this cooperation with OCL in designing and producing the first Rotary Organ Donation Octopus in Hong Kong, together with the cooperation with Tom Lee Music Ltd. as a distribution outlet of the card. “Rotary hopes to work hand in hand with more leading enterprises and organisations in the future to continuously popularize organ donation,” he added.

Rotary International District 3450 actively participates in a wide host of social service projects, among which medical service is one of its important agendas. Dr. Kelvin Ho, Past President of Rotary Club of Hong Kong Northwest and Chairman of Hong Kong Regional Steering Committee on Organ Donation tasked with promoting organ donation in Hong Kong, said, “Octopus is highly convenient for users to carry around and express their will in organ donation. Through the extensive



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Octopus network, we aim to spread the organ donation message all over Hong Kong to pervade this culture in the everyday life of Hong Kong people.”

The “Rotary Organ Donation Octopus” is available at the following outlets:

Tom Lee Music	<ul style="list-style-type: none"> • Tsim Sha Tsui Store - 1-9 Cameron Lane, Tsim Sha Tsui, Kowloon • Causeway Bay Store - G/F-2/F., East South Bldg., 29 Percival St (at intersection of Hennessy Rd), Causeway Bay, Hong Kong • Tai Koo Store - Shop 410, Cityplaza 1, 1111 King's Road, Quarry Bay, Hong Kong • Kowloon Bay Megabox Store - Unit 2-20, Level 12, MegaBox, 38 Wang Chiu Road, Kowloon Bay • Shatin Store - Shop 303, L3, HomeSquare, Shatin, N.T. • Tsuen Wan (Luk Yeung Galleria) Store - Shop S35, Luk Yeung Galleria, Tsuen Wan, N.T.
Octopus Online Shop	www.octopus.com.hk

Photo Caption

The “Rotary Organ Donation Octopus” is available in two colour card faces.



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About Octopus Cards Limited

Launched in 1997, Hong Kong's Octopus is one of the world's leading and most extensive smartcard payment systems, used by over 5,400 service providers with some 65,000 Octopus readers deployed in the market across different businesses including public transport, parking, retail, vending machines and kiosks, schools and leisure facilities, and access control for residential and commercial buildings. Merchants and Octopus holders embrace Octopus for both its simplicity and its convenience. Today, more than 23 million Octopus cards and products are in circulation, and the system handles over 12 million transactions a day, with transaction value exceeding HK\$130 million. In recent years, Octopus has been exporting its unique experience and technology overseas, offering consultancy services across the world. Additional information can be found at www.octopus.com.hk.

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