

NEWS RELEASE

Half the Sky Opens In Hong Kong

HONG KONG, September 27, 2006 - Beijing-based Half the Sky Foundation, an international NGO with 40,000 individual and corporate supporters around the world, is opening a Hong Kong branch. The Foundation, which provides one-on-one, nurturing care for thousands of orphaned children in 30 welfare institutions in 12 provinces and municipalities across mainland China, will celebrate the opening of its new office at a cocktail party on Wednesday, September 27th at the IFC2 tower.

Half the Sky's Executive Director, Jenny Bowen, says she is gratified by the outpouring of support that has made it possible for the Foundation to expand to Hong Kong. Half the Sky is now a registered Hong Kong charity, Half the Sky Foundation (Asia) Limited – a move which enables Hong Kong citizens and businesses to contribute directly to its programs for orphaned children.

Bowen says, "We are thrilled to open an office in Hong Kong, a city that has a long history of concern for the public welfare. Already many Hong Kong residents and corporations have been generous in supporting Half the Sky's work for China's orphans and, their numbers are growing every day. It is such an exciting time to be here."

Director-General of Investment Promotion at Invest Hong Kong, Mr. Mike Rowse, welcomed Half the Sky Foundation's decision to open a branch in Hong Kong. "Hong Kong is well-positioned as a two-way platform for exchange between the Mainland and overseas organizations, and Hong Kong people are known for their generosity and support for those in need. I am confident that our city is the right place for international NGOs like Half the Sky Foundation to pursue worthy objectives," said Mr. Rowse.

Half the Sky works closely with the Chinese government, which is committed to improving care for China's orphaned children. On Children's Day (June 1), President Hu Jin Tao visited a government welfare institution and proclaimed to the nation that China must increase its commitment to disabled children and orphans. "They are the weakest and neediest group in our society. They need the most care and love... We must bring them to the same level as other children, to live and grow happy under the same blue sky of the motherland."

China's Ministry of Civil Affairs has also publicly recognized that nurture and individual attention, the hallmark of Half the Sky's four programs for orphaned and disabled children, is every bit as important and basic to the welfare of young children as food, shelter, and medical care. As part of its commitment to implement national standards for orphan care, the Chinese government held a National Social Welfare Institutes' Child Care Training Conference last year.

Half the Sky was the only foreign NGO invited to participate in last year's Training Conference and Bowen says the Foundation did so enthusiastically: "We are excited to support the government's new efforts to set national guidelines for orphan care in any way we can."

Half the Sky employs 800 Chinese nationals and trained them to provide the smiles, the hugs, and the nurturing learning environment that good parents provide for their children and that neuroscientists have found are essential to children's healthy development,

Over 10,000 children have experienced this motherly love and concern from Half the Sky's trained staff. But Bowen says there are many more children in need: "Half the Sky will continue to provide heartfelt, individual care to China's orphans until we reach our goal of ensuring that every child living in Chinese institutions has a nurturing adult in her daily life."

END

For more information please contact:

Ms. Jennifer Lee

Tel: +852 3141 8036

Email: Jennifer.lee@knprhk.com

NNNN