

Diabetes Awareness Week – World Diabetes Day & Charity Handbag Auction

糖尿病關注週 — 世界糖尿病日及慈善手袋拍賣

Diabetes is on the rise in Hong Kong. To raise awareness of the disease, HKJDA organised the first Hong Kong's Diabetes Awareness Week this year. A number of companies and organisations participated in this event by organising a dress blue day or by supporting the cause through fundraising. These participating organisations included: Grand Central Bar and Grill, Itsie-Bitsie Boutique, Canadian International School of Hong Kong and JEMS Learning House. Hopewell Holdings Limited continued to support World Diabetes Day by lighting up the Hopewell Centre in blue on November 14th.

To raise much-needed funds for Hong Kong families living with diabetes, we hosted a spectacular fundraising handbag auction on November 15th, 2012 at dragon-i, where more than 150 high-profile guests attended to bid on 100 new and lightly-used handbags. With the support of the donors, the auction successfully raised approximately HK\$400,000. This was a highlight event of the Diabetes Awareness Week, created around the United Nations-sponsored World Diabetes Day.

糖尿病在香港有上升趨勢，為響應由聯合國所訂的世界糖尿病日（11月14日），本會今年首次舉辦香港糖尿病關注週，希望提高社會對糖尿病的關注。

多個機構及團體— Grand Central Bar & Grill、Itsie-Bitsie Boutique、香港加拿大國際學校及JEMS Learning House，分別以舉辦藍衣日或不同籌款活動響應支持。合和實業有限公司亦繼續支持世界糖尿病日，於11月14日在合和中心大廈外牆上亮起藍色。

為香港糖尿病患兒童的家庭籌募急需資金，本會於2012年11月15日假座dragon-i舉行盛大的手袋拍賣籌款活動，當晚超過150位名人嘉賓出席，競投多個全新及簇新手袋，合共籌得約40萬的善款。而是次拍賣活動亦是香港糖尿病關注週的重點活動。

