



**HEALTHIER, LONGER,
BETTER LIVES**

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Media release

AIA Healthiest Schools Competition 2024/25 now opens for primary and secondary schools application prizes totalling US\$100,000

2023/24 winner Ying Wa Primary School leveraged prize won for its award-winning Forest Programme enhancement

Hong Kong, 11 December 2024 – AIA Healthiest Schools Competition 2024/25 (“Competition”) by AIA Group Limited is now open for application. This year’s Competition has extended its categories to include both primary schools and secondary schools for the first time in Hong Kong. The primary school winner and secondary school winner will each receive a prize of US\$50,000 in support of its continuous effort in building a healthy school community and bringing positive impacts to the local community.

AIA Healthiest Schools Competition is a key element of the [AIA Healthiest Schools Programme](#) (“Programme”). First launched in 2022, the Programme provides teachers with free, engaging curriculum-linked resources developed by educators, covering the themes of Healthy Eating, Active Lifestyles, Mental Wellbeing, and Health and Sustainability, encouraging schools to help students nurture healthy habits and lifestyles starting from a young age. Schools are welcome to enter the Competition by sharing their methodology and success stories in creating a healthy school environment. Winners will advance to the Regional Competition to compete with winners from Australia, Thailand, Vietnam, Indonesia, Malaysia, the Philippines and Sri Lanka for the title of Regional Winner of the Competition.

Melissa Wong, Chief Customer and Marketing Officer of AIA Hong Kong and Macau, remarks, “AIA Healthiest Schools Programme focuses on building the awareness of students’ holistic wellness since its launch in Hong Kong two years ago. This year, we have extended the Programme to include both primary schools and secondary schools for the first time in Hong Kong. Not only does this extension further support our purpose to help people live ‘Healthier, Longer, Better Lives’, but it also aims at benefitting more students on their holistic development with healthy habits and lifestyles. We look forward to having all primary and secondary schools in Hong Kong joining the AIA Healthiest Schools Programme.”

Ying Wa Primary School was selected as the Hong Kong Winner of AIA Healthiest Schools Competition 2023/24 with its unique and acclaimed Forest Programme, which includes 23 topics and 115 outdoor learning classes per year, providing students with the opportunities to learn beyond the classroom and engage with nature. Ying Wa Primary School has utilised the prize of US\$50,000 to enhance the Forest Programme by introducing snorkelling, mangrove forest exploration, birdwatching, school-based hiking certificate training, and extending the Forest Programme to promote health concepts to parents and the local community.

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Entering its third edition, AIA Healthiest Schools Programme 2024/25 has been launched in eight markets including Australia, Hong Kong, Thailand, Vietnam, Indonesia, Malaysia, the Philippines and Sri Lanka. Registration for the Programme has begun and it welcomes teachers from all primary schools and secondary schools in Hong Kong to visit <http://ahs.aia.com/hk> for downloading and applying the free teaching resources. Schools are encouraged to sign up for AIA Healthiest Schools Competition 2024/25 on or before **8 March 2025**. Together, let's build healthy school communities that lead to "Healthier, Longer, Better Lives".



Stuart A. Spencer, Group Chief Marketing Officer, and Melissa Wong, Chief Customer and Marketing Officer of AIA Hong Kong and Macau (right), presented the prize to Dr. Sylvia Chan (centre), Principal of Ying Wa Primary School, the Hong Kong winner of AIA Healthiest Schools Competition 2023/24 at the "AIA One Billion Week".



Students, teachers and parents of Ying Wa Primary School attending the AIA Healthiest Schools Competition 2023/24 prize presentation ceremony.

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Ying Wa Primary School, the Hong Kong winner of AIA Healthiest Schools Competition 2023/24, has utilised the US\$50,000 prize to further enhance its Forest Programme by introducing snorkelling, mangrove forest exploration, birdwatching, and school-based hiking certificate training. The school principal Dr. Sylvia Chan remarks, “The Forest Programme is a purposeful, well-planned outdoor learning programme that allows our students to connect with nature, nurture teamwork and build a healthy school community via a series of expeditions into the mountains and by the seaside. The honour of being awarded the winner of AIA Healthiest Schools Competition 2023/24 is not only most delightful and encouraging but has also reconfirmed our philosophy and efforts.”



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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 17,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

¹ as at 30 June 2024

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2024)

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